

Final Plan Report



*Wabash Landing
Movie Theater*



*Wabash Landing
Parking Structure*



*John Myers
Pedestrian Bridge*



*Bruno's
Pizzeria*



*Levee Plaza
Shopping Center*



*River
Market*

Levee Area Development Plan *City of West Lafayette, Indiana*



Memo To: Jim McDonald, Chairman
Project Advisory Committee
Levee Area Development Plan
City of West Lafayette, Indiana

From: Tom Payne, TPAP
Charlie Crump, DLK

Date: May 10, 2003

Subject: ***Final Plan Report***
Levee Area Development Plan

We are pleased to submit this Final Plan report, which documents the results of the *Levee Area Development Plan* assignment.

The Plan report includes the following:

- An overview of existing conditions and potentials within the Levee Project Area;
- A recommended redevelopment concept for the Levee;
- An indication of the "opportunity sites" for improvement and redevelopment;
- A listing of design and development guidelines for coordinating all new public and private improvements and developments within the area; and
- A series of illustrative plans and sketches that suggest the scale, character, and intensity of new development to be promoted within the Levee in the years ahead.

While our Consultant Team has prepared the *Development Plan* report, we have received significant advice, support, and assistance from City Staff, Levee area property owners and business people, and others within the West Lafayette community.

We have very much enjoyed working with you, other members of the Project Advisory Committee, and the City on this exciting and challenging assignment.

Table of Contents

Introduction	3
Overview of the Project	3
The Planning Process	3
Organization of the Plan Report	4
Section 1. Background to the Study	5
Community Setting	5
Recent Improvements and Developments	5
Previous Plans and Studies	6
Section 2. Levee Project Area	9
Existing Land-Use	9
Image and Appearance	11
Access and Circulation	12
Transit Service	13
Bicycle and Pedestrian System	15
Parking	16
Utilities	17
Environmental Conditions	17
Section 3. Market Overview	18
Methodology	18
Summary of Findings	18
Section 4. Redevelopment Concept	21
Vision for the Levee	21
Development Objectives	22
Section 5. Redevelopment Opportunities	25
Opportunity Sites	25
Redevelopment Phasing and Coordination	26
Section 6. Design and Development Guidelines	31
Sites and Buildings	31
Public Rights-of-Way	37
Section 7. Illustrative Plans and Sketches	41
Note on Graphic Presentation	41
Appendix: Development Plan Participants	53
List of Figures:	
Figure 1: Community Setting	8
Figure 2: Existing Uses and Businesses	10
Figure 3: Access and Circulation	14
Figure 4: Opportunity Sites	30
Figure 5: Illustrative Site Plan	42
Figures 6 and 7: System Plans	43 - 44
Figures 8 through 15: Character Sketches	45 - 52

Introduction

This report documents the results of the *Levee Area Development Plan* assignment. The Consultant Team prepared the Plan document, with advice, support, and assistance from City Staff, Levee area property owners and merchants, and others within the West Lafayette community.

Overview of the Project

The Levee Project Area encompasses approximately 40 acres of land northeast of the intersection of State Street (State Route 26) and River Road (US Route 231/State Route 43).

The Project Area occupies a strategic location within the City of West Lafayette. It is situated at the intersection of two major regional arterial streets, with frontage on the Wabash River. It is positioned between Purdue University on the west and downtown Lafayette on the east. The Levee has always been considered the centerpiece in creating a “linear downtown” that extends between and connects the two communities.

The primary purposes of the *Development Plan* are to: a) establish an overall, long-range vision for the Project Area; and b) establish the policies required to guide and coordinate public and private improvements and developments within the area in the future.

The *Development Plan* is comprehensive in scope and coverage. It addresses the enhancement of existing uses as well as new construction. It considers projects to be undertaken by both the public and private sector. The Plan addresses all aspects of the Levee, including land-use, sites and buildings, traffic circulation, parking, public transit, pedestrian and open space amenities, and the appearance and character of the area.

The Planning Process

The *Levee Area Development Plan* has entailed a four-phase planning process designed to assist the City of West Lafayette in formulating long-range improvement and redevelopment recommendations for the Project Area:

- **Phase 1** included an assessment of existing conditions, initial meetings with property owners and developers, and the identification of development issues and concerns to be addressed in the assignment;
- **Phase 2** included the establishment of an overall “vision” for the Levee, and the preparation and evaluation of preliminary alternative improvement and development scenarios for the area;
- **Phase 3** included the preparation of design and development guidelines for future public and private improvements and developments; and
- **Phase 4** included preparation and review of the draft and final versions of the *Development Plan* report.

The planning process has entailed significant public and private cooperation and participation. Active participants have included Levee area property owners, merchants, and business people; community leaders; builders and developers; area residents; and representatives from the City of West Lafayette.

In addition, an 18-member Project Advisory Committee was appointed to work with the Consultant Team on a regular basis throughout the course of the study (see Appendix).

The planning process was structured to foster trust and cooperation among the various parties, and build support and consensus for the Plan one step at a time

Organization of the Plan Report

The *Development Plan* report is divided into seven sections:

- ***Section 1: Background to the Study*** highlights the location and setting of the Levee Project Area and summarizes the events, activities, and prior planning efforts that provide a foundation for the current assignment.
- ***Section 2: Levee Project Area*** describes existing features and conditions within the Levee, including land-use, image and appearance, traffic access and circulation, parking, pedestrian amenities, utilities, and environmental conditions.
- ***Section 3: Market Overview*** provides a brief summary of the findings and conclusions included in the *Levee Area Market Assessment* report, which was prepared early in the planning process.
- ***Section 4: Redevelopment Concept*** articulates a long-range, area-wide “vision” for the Levee, and sets forth development objectives to help achieve that vision.
- ***Section 5: Redevelopment Opportunities*** highlights specific properties within the Project Area that represent opportunities for redevelopment. This section also discusses the phasing and timing of redevelopment within each site.
- ***Section 6: Design and Development Guidelines*** presents a detailed list of policies for guiding and coordinating all public and the private improvements and developments within the Project Area.
- ***Section 7: Illustrative Plans and Sketches*** includes a series of graphics that depict the quality, character, and intensity of improvements and developments to be undertaken within the Project Area in the years ahead.

Section 1: Background to the Study

This section defines the Levee Project Area and describes its setting within the overall West Lafayette community. It also reviews the events, activities, and past planning efforts that provide background and set the stage for the *Levee Area Development Plan*.

Community Setting

The Levee Project Area encompasses approximately 40 acres of land at the intersection of State Street (State Route 26) and River Road (US Route 231/State Route 43). It occupies a strategic and highly visible location within the West Lafayette community (see Figure 1).

The Levee is well served by local and regional transportation facilities. It is situated along roadways that connect with two of the four bridges crossing the Wabash River within Greater Lafayette, and is also within two blocks of a third bridge. It is within five miles of Interstate 65, with connections along both State Route 43 and State Route 26. The Levee is within three miles of the Purdue University Airport, which offers daily flights to St. Louis. The driving time to Indianapolis is approximately one hour and the driving time to Chicago is approximately two hours. Riehle Plaza, which is located across the river from the Levee, provides service to Amtrak, Greyhound, and GLPTC transit facilities.

The Levee is also well positioned in terms of nearby activity areas and amenities. It is located across the river from downtown Lafayette, the County seat, which has a mix of commercial, office, and governmental facilities, as well as a growing residential community. The Levee is located a few blocks east of Purdue University, which has an enrollment of over 38,000. The Levee has always been considered the centerpiece in creating a "linear downtown" that would extend from the University campus east to downtown Lafayette.

The Levee also has frontage along the Wabash River, which continues to be improved and enhanced as a regional open space and recreational amenity.

The Levee's strategic location with respect to transportation and nearby activities is one of its most important development assets.

Recent Improvements and Developments

During the past few years, a number of public improvements have been undertaken in the vicinity of the Levee, including a new vehicular bridge over the Wabash River at State Street; improvements to the US 231 corridor and its intersection with River Road; the John T. Myers Pedestrian Bridge; the Riverside Ice Rink, the Wabash Heritage Trail and other improvements along the Wabash River and in Tapawingo Park; new traffic circulation improvements in the Village area west of the Levee; and railroad relocation and train station improvements in downtown Lafayette east of the Levee.

Also during the past few years, the City has intensified its efforts to promote new private investment and to provide the assistance and incentives required to bring new development to fruition. A Tax Increment Financing District was established, enabling the City's Redevelopment Commission to purchase the former Sears property and make the site available for redevelopment.

Largely due to the City's efforts, there is now significant private development interest in the Levee area. The Wabash Landing mixed-use project is nearing completion on the former Sears site. A number of tenants are already open, including Wabash Landing 9 Theater, Panera Bread, Starbucks, Roly Poly Sandwiches, Cellular Express, and Borders. Almost all tenants are reporting sales that surpass their original estimates. A new parking structure, financed by the City, was recently opened adjacent to Wabash Landing.

River Market, a new residential development with retail space on the ground floor, has been constructed on the south side of State Street, across from the Project Area. Additional new residential development is under discussion for the vacant land south of River Market.

There is also interest on the part of property owners and developers in improving and/or redeveloping several parcels located just north of Wabash Landing, including the Levee Plaza Shopping Center.

There is now the need for an updated, area-wide *Development Plan* to guide and coordinate the wide range of public and private improvements and developments either underway or contemplated for the Levee area.

Previous Plans and Studies

Improvement and development of the Levee has long been a priority objective of the City of West Lafayette.

The City's *Strategic Plan*, first prepared in 1986, recommended redevelopment of the Levee, and establishment of a creative financing mechanism to finance redevelopment. Each update to the *Strategic Plan* has re-emphasized the City's commitment to this area.

Many other plans and studies have been undertaken over the years dealing with various components of the Levee and the surrounding area, including: a) plans for traffic access and circulation, b) plans for reuse and redevelopment of the former Sears property, c) plans for the pedestrian bridge, d) plans for the Wabash River corridor and Tapawingo Park, and e) development proposals for various properties within the Levee.

Two past planning efforts addressed the Levee area as a whole and set the groundwork for the current assignment. These two plans are briefly highlighted below.

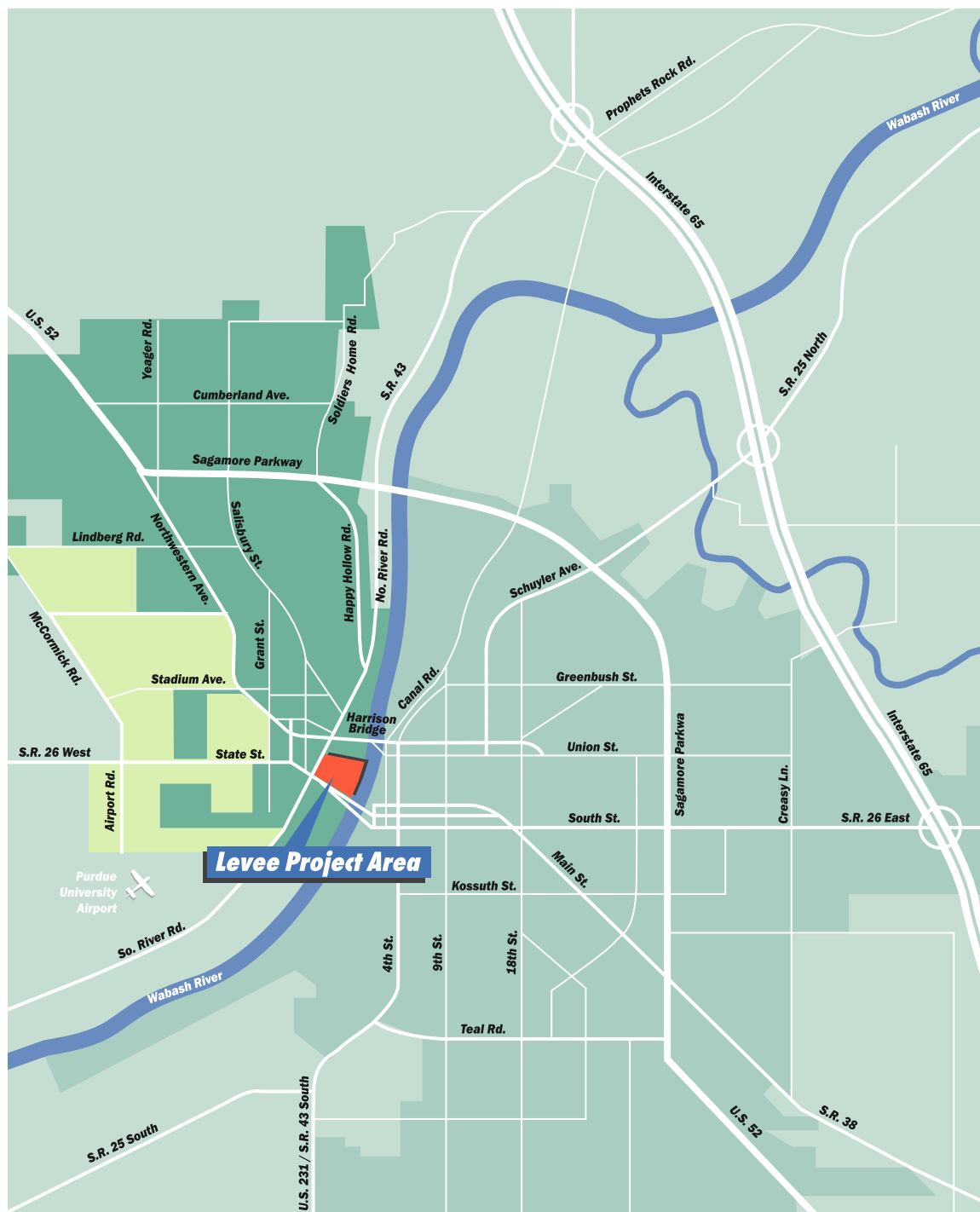
- ***Urban Design Plan.*** The Levee was one of three areas targeted for improvement and development in the City's *Urban Design Plan*, completed in 1988. This Plan, which addressed the Levee areas north and south of State Street, explored a number of alternative development concepts for the overall area.

The *Urban Design Plan* recommended that major new development, including new retail facilities, be located in the predominantly vacant portion of the Levee south of State Street. The Plan suggested that new development to the south could provide the impetus for upgrading and improving the existing commercial area north of State Street, where the initial focus should be on the rehabilitation of existing buildings and area-wide site and environmental improvements.

- ***The Sears Site and Levee Area Redevelopment Plan.*** This Plan, completed in 1996, also encompassed the Levee areas north and south of State Street. The Plan recommended demolition of the existing Sears store, which had already been vacated, and redevelopment of the site for a new Class A office building and a small-scale retail and restaurant cluster near Tapawingo Park. This Plan also called for eventual redevelopment of surrounding properties as well, including:
 - a) High-end residential uses developed in a compact, urban atmosphere;
 - b) Additional office development to supplement the initial Class A building;
 - c) Additional small-scale retail and restaurant uses; and
 - d) Perhaps a hotel with meeting space, a fine arts facility, a museum, or civic space.

Neither of these planning efforts fully anticipated the potential of the Levee area as a site for large-scale new mixed-use development. Much has taken place within and around the Levee that was not contemplated in either of these earlier plans, and neither plan provides the guidance that is now required to coordinate future improvements and developments.

However, the earlier planning efforts did establish several principles and policies related to the scale, character, and phasing of future improvements and developments that still apply, and these have been considered in the preparation of the new *Levee Area Development Plan*.



- The Levee Project Area
- City of West Lafayette
- City of Lafayette
- Purdue University

Figure 1: **Community Setting**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003

Section 2: Levee Project Area

This section provides an overview of existing conditions within the Levee Project Area, including land-use, image and appearance, access and circulation, parking, utilities, and environmental conditions.

The material in this section is intended to highlight conditions, issues, and opportunities that may influence or affect future improvement and development.

Existing Land-Use

The Levee is a developed urban area containing a diverse mix of retail, service, entertainment, recreational, and residential uses (see Figure 2).

Existing land-use areas are briefly described below.

Wabash Landing. The Wabash Landing project is nearing completion along the north side of State Street on the site of the former Sears department store. Wabash Landing, which is being developed by Renfro Development Company of Indianapolis, is described as a “regional lifestyle destination” with shopping, entertainment, dining, cultural, and recreational uses. When completed, the project will consist of approximately 155,000 square feet of commercial space.

Existing uses include a nine-screen movie theater; several restaurants, including Panera Bread, Starbucks, and Roly Poly Sandwiches; Borders; Cellular Express; Game Preserve; Tarboush; and Snow Bear. These tenants have enjoyed early sales surpassing their original expectations.

Other components of the Wabash Landing project include:

- A City-owned parking garage;
- Ninety-two apartment units that “wrap around” the parking garage;
- Tippecanoe Child Care Center at Wabash Landing, located on the ground floor of the apartment building/parking structure; and
- A Hilton Gardens Inn, which is expected to open in February 2003.

In many ways, Wabash Landing is—and will continue to be—the focal point and centerpiece of the redeveloping Levee area.

Levee Plaza. Levee Plaza is an older shopping center with approximately 102,000 square feet of commercial space, located in the northern portion of the Levee. Levee Plaza and the immediately adjacent commercial properties, which are under single ownership, encompass about 20 acres.

Until it closed a few years ago, Smitty’s grocery store was one of the anchors of Levee Plaza. Most of the current tenants of Levee Plaza are local businesses, including Hodson’s Bay Company (a retailer of bicycles, fitness equipment, and outdoor equipment), Neon Cactus Night Club, International Health and Racquet Club, Bank One, BW 3’s, Asian Grocery, H&R Block, and a Goodwill resale shop. The center also has several vacant spaces. The small cluster of commercial uses located just west of Levee Plaza includes McCord Tire Service (Goodyear), the Levee Coin Op Laundry, and a tanning salon.

The Levee Project Area contains a diverse mix of retail, service, entertainment, recreational, and residential uses. The existing land-use pattern is an important consideration in the **Levee Area Development Plan**.



- 1** - Wabash Landing:
 - A** - Retail Center
 - B** - 9-Screen Movie Theater
 - C** - Parking Deck
 - D** - Housing Units
 - E** - Hilton Gardens Inn
- 2** - Tapawingo Park and Wabash Heritage Trail
- 3** - John T. Meyers Pedestrian Bridge
- 4** - Burnham's Marine
- 5** - Peoples Welding Supply
- 6** - Nick's Billiards Cafe and Aventis Bio Services
- 7** - JL CD Warehouse
- 8** - Vacant (Former PEFCU)
- 9** - Vacant/surface parking
- 10** - Levee Plaza:
 - Hodson's Bay Company, Neon Cactus, International Health and Racquet Club, Bank One, Goodwill Resale Shop, and other tenants.
- 11** - Levee Coin Op Laundry and Tanning Salon
- 12** - McCord Tire Service (Goodyear)
- 13** - Vacant (former mini-golf)
- 14** - Village Bottle Shoppe
- 15** - El Rodeo Mexican Restaurant
- 16** - China Buffet
- 17** - Pete's
- 18** - Hairman and Car Wash
- 19** - Travelodge Motel
- 20** - Bruno's Restaurant
- 21** - Vacant gas station
- 22** - Sparkleton Dry Cleaners
- 23** - Long John Silver's
- 24** - Wendy's
- 25** - Waterfront Condominiums



Figure 2: **Existing Uses and Businesses**

While the Levee Plaza building appears to be in sound structural condition, the property is constrained by limited visibility and accessibility, and a shortage of off-street parking. The former discount department store building is the wrong size and configuration for small retail shops and the facility is not efficiently positioned on the site.

The future reuse or redevelopment of the Levee Plaza site is a key consideration in the *Levee Area Development Plan*.

Tapawingo Park. Tapawingo Park is a City park located between Wabash Landing and the Wabash River. The park is in the process of redevelopment. It is currently a major trailhead for the scenic, multi-purpose Wabash Heritage Trail that extends along the river from the historic Tippecanoe Battlefield into the City of Lafayette. The park also has picnic facilities, a small playground, and fishing spots. The outdoor Riverside Ice Rink, which has just opened, has become a major attraction.

Other Levee Area Properties. Other commercial uses within the Levee area include:

- JL CD Warehouse, Nick's Billiards Café, Aventis Bio Services, Peoples Welding Supply, and Burnham's Marine, located at the east end of Brown Street.
- Village Bottle Shoppe, El Rodeo Mexican Restaurant, China Buffet, and Pete's, located along the east side of Howard Avenue between North River Road and Brown Street.
- Bruno's Restaurant, Travelodge Motel, Hairman, and a car wash, located in the triangular block bounded by North River Road, Howard Avenue and Brown Street.
- Wendy's, Long John Silver's, Sparkleton Dry Cleaners, and a vacant service station located in the triangular block bounded by Brown Street, State Street and Roebuck Drive.

The Riverfront Condominiums, which actually function as rental apartments, are located just north of Levee Plaza. Vehicular access to the apartments is through the Levee area.

Image and Appearance

Except for the area immediately around the Wabash Landing project, the Levee area's visual image and appearance are problematic. The area is characterized by an incompatible mix of old and new buildings with many different styles, including strip development, drive-through facilities, and poorly landscaped and maintained parking lots. While some individual properties are attractive, the Levee as a whole is disjointed, disorganized, and dated. Much could be done to enhance this aspect of the Levee in the future.

Sites and Buildings. Special efforts were made by the City to promote high-quality building design in the new Wabash Landing development. The southern portion of the project is characterized by one-story construction set back from State Street. However, the Brown Street portion includes two- to five-story buildings located at the sidewalk line, which help give this frontage a more "urban" scale and character.

Other properties within the Levee are characterized by a suburban style development pattern, with one-story buildings set back from the street, each served by separate access drives and parking lots. While most buildings are structurally sound, several are characterized by deferred maintenance and minor condition problems, and many have a "tired" and

“dated” appearance. Most properties are also characterized by disorganized access and circulation patterns and poorly defined parking areas.

In general, the present mix of older, smaller one-story buildings on separate sites represents an underutilization of land in an urban location as prominent and accessible as the Levee.

Parking Lots. The image and appearance of parking lots within the Levee are also a concern. In addition to surfaces in poor condition, few lots are adequately landscaped and there are no clearly defined pedestrian ways that traverse parking lots or connect the lots to nearby stores and businesses.

Public Rights-of-Way. Attractive streetscape improvements, including new sidewalks, street lights, street trees, bollards, and other features, have been implemented along Brown Street in the vicinity of Wabash Landing. However, some streets within the Levee have no sidewalks, landscaping, or other special design treatment.

Except for Tapawingo Park and the river corridor, there is very little landscaping or public open space within the Project Area.

Access and Circulation

The Levee area is located at the intersection of two arterial streets, State Street and River Road, both of which have been substantially upgraded in recent years. These improvements have increased capacity and enhanced access to the Levee, and additional improvements are being contemplated for the future.

In general, the Levee has good accessibility from the surrounding community and the regional highway system (see Figure 3). However, the interior portions of the Levee—including the Levee Plaza area—are not highly visible from surrounding streets and have more limited accessibility at the present time.

Key issues and opportunities related to access and circulation are highlighted below.

Route 231. Recent improvements to the US Route 231 corridor and its interchange with River Road have improved accessibility to the Levee. The relocation of a portion of Route 231 south of the Levee and a new bridge over the Wabash River are in place. River Road south of State Street has become part of the Route 231 corridor, which is directing more regional traffic into the Levee area.

State Street. State Street is a 4-lane roadway that carries approximately 30,000 vehicles per day in the vicinity of the Levee. In the early 1990s, State Street was relocated to the south and the former State Street Bridge was replaced by two one-way bridges across the Wabash River. The old bridge was converted to a pedestrian facility (the John T. Myers Pedestrian Bridge), connecting the Levee to downtown Lafayette. This project significantly improved vehicular and pedestrian circulation in the vicinity of the Levee.

Recent widening at the intersection of State Street and River Road has reduced congestion at this location. However, new developments, such as River Market, have added traffic and access drives near this key intersection, and the reassignment of Route 231 to River Road has resulted in additional traffic.

Access to the Levee from State Street includes inbound (eastbound) travel on Brown Street; westbound right turns to and from Roebuck Drive; and full access at Tapawingo Drive.

River Road. River Road is a 4-lane roadway that carries approximately 13,000 vehicles per day in the vicinity of the Levee. Recent improvements to River Road include upgrading of the traffic signal system and lane additions south from the Harrison Bridge to the new US Route 231 Bridge.

The signalized intersection of River Road at State and Brown Streets serves as a primary access route to the Levee. However, because of the presence of numerous driveways in the area, modifications to this intersection should be considered as redevelopment continues.

Brown Street. Brown Street is a two-lane roadway that serves as the primary circulation route within the Levee. In conjunction with the Wabash Landing project, improvements were made to Brown Street, including the provision of on-street parking, a pedestrian crossing in front of the theater, and relocation of several utilities.

While these improvements significantly enhanced the appearance of Brown Street, they also resulted in some concerns. While Brown was designed as a local street, it actually functions as a “collector” street. Pedestrians crossing between the Landing and the parking lots north of Brown Street must contend with through traffic along this street. In addition, the stores, shops, and theaters along Brown Street were not designed to front a major street.

Additional planned improvements, highlighted below, should make this Brown Street more pedestrian-friendly in the future.

Proposed Tapawingo North. A new collector street is planned for the interior of the Levee that should relieve some of the concerns along Brown Street. This new street, to be named Tapawingo North, is preliminarily planned for construction along the south edge of the Levee Plaza parking lot, and would extend from Tapawingo Drive to Howard Street (see Figure 3).

If a new collector street is constructed in the Levee, it would reduce the importance of Brown Street as a traffic carrier and allow Brown to have more of a pedestrian and transit orientation. This new street would also significantly improve access and visibility to the northern portion of the Levee.

The location and design of the new Tapawingo North will be a critical determinant in the future development pattern of the Levee. The location and alignment of this street will, in many ways, define redevelopment parcels and circumscribe opportunities for new commercial and mixed-use development.

Southern Extension of Tapawingo Drive. Tapawingo Drive is also scheduled to be extended south of State Street along the rail corridor in the near future. This extension will connect with South River Road at Williams Street. The extension will also require improvements to both State Street and Tapawingo Drive within the Levee.

Traffic volumes on the south Tapawingo Drive extension are projected to be about 20,000 vehicles per day, which would require a minimum four-lane roadway, plus turn lanes.

The Levee is located at the intersection of two arterial streets and it has good accessibility from the surrounding community and the regional highway system.

State Street is the primary connection between the Levee, the University, and the City of Lafayette.

River Road is a 4-lane roadway that has become part of the US 231 corridor.

Tapawingo Drive is scheduled to be extended south of State Street to connect with South River Road.

A new collector street (Tapawingo North) is planned for the interior of the Levee.

The Levee area is served by four CityBus routes.

A transit "gazebo" is being considered for the south side of Brown Street.

Signalized intersections adjacent to the Levee.

The John T. Meyers Pedestrian Bridge connects the Levee to Riehle Plaza and downtown Lafayette.

The Wabash Heritage Trail is an important scenic trail system and pedestrian and bicycle amenity.

Several other existing and proposed trails and pedestrian ways either pass through or are adjacent to the Levee.

Pedestrians in this area must contend with through traffic along Brown Street.

The intersection of State Street and River Road, which is the primary connection between the Levee, the Village, and the University, is difficult for pedestrians and bicyclists.

Several other locations also experience congestion at certain times.

The provision of adequate parking will be a primary concern in the future, particularly in the area north of Brown Street.

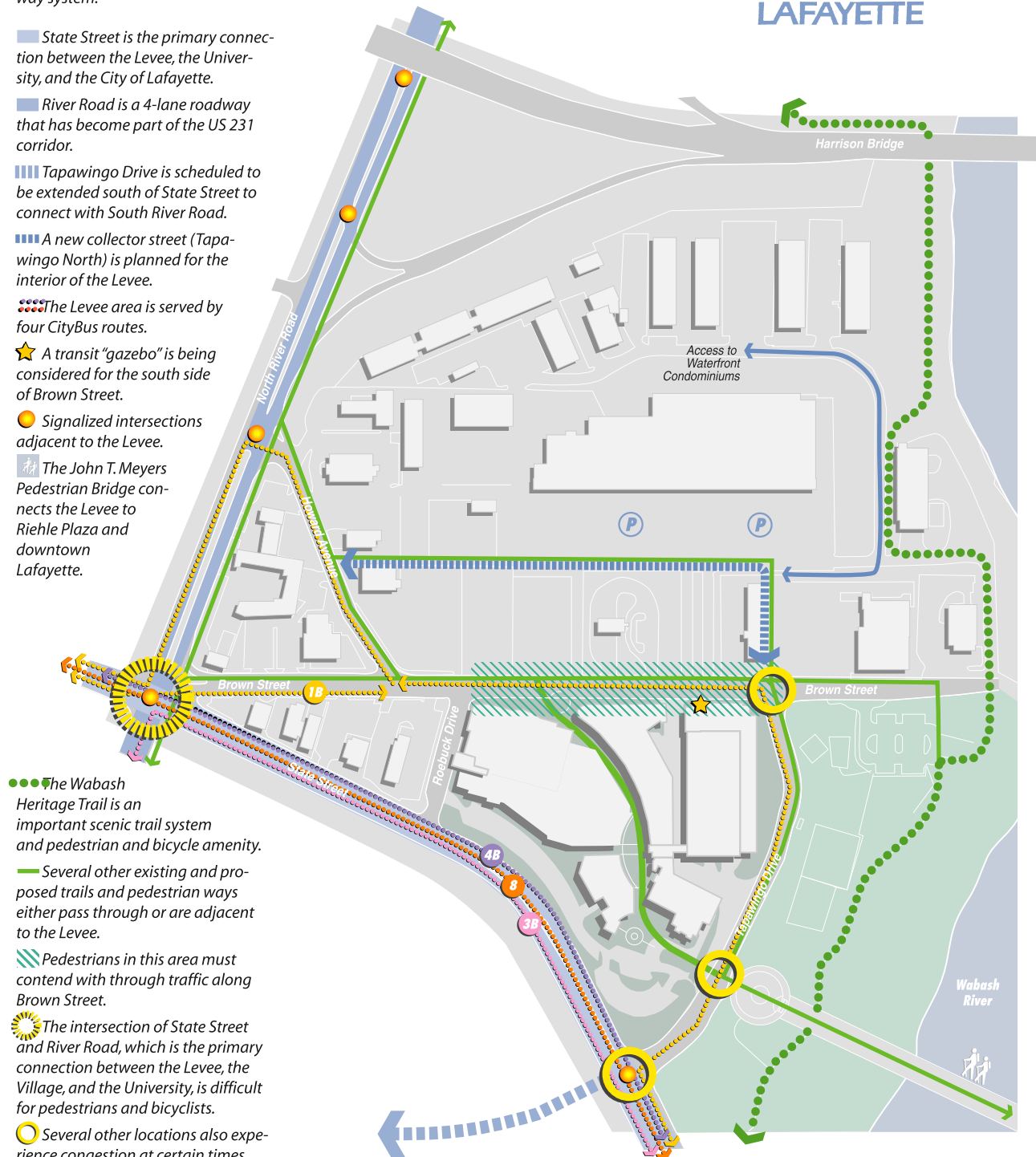


Figure 3: Access and Circulation

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003

Transit Service

The Levee area, particularly Wabash Landing, is well served by public transit. Existing bus routes include the following (see Figure 3):

- **CityBus Route 1B: Salisbury** passes through the interior of the Levee and runs every half-hour until about 10 PM weekdays and 7 PM Saturday; and hourly on Sundays until about 7 PM.
- **CityBus Route 3B: Northwestern** passes along State Street every half-hour weekdays until 6:30 PM, and hourly on Saturdays until about 5:30 PM.
- **CityBus Route 4B: Purdue West / Airport** passes along State Street every half-hour weekdays and Saturdays until 10:00 PM.
- **CityBus Route 8: Klondike** passes along State Street hourly weekdays until 6:30 PM and on Saturdays until about 5:30 PM.
- Several **campus buses** operate along Northwestern Avenue and State Street during the fall and spring semesters.

A transit “gazebo” is being considered along the south side of Brown Street as a part of Wabash Landing. This facility, if implemented, would provide services and information to transit patrons and provide a common stopping location for buses serving the Landing.

Bicycle and Pedestrian System

The Levee has not historically been a pedestrian- or bicycle-friendly environment. While several notable improvements have been made in recent years, much more could be done to make the area safe, convenient, and attractive for pedestrians and bicyclists.

Pedestrian and bicycle connections are important within the interior of the Levee to link stores, businesses, parking areas, and open spaces. External pedestrian and bicycle connections are important to link the Levee to surrounding uses and activity areas.

Facilities and amenities within the Levee. Sidewalks are the primary pedestrian routes within an urban environment. Attractive new sidewalks have been provided along the central segment of Brown Street, near Wabash Landing. However, sidewalks along Brown Street west of Howard are older and narrow, and some segments are in poor condition. Howard Street and Brown Street east of Tapawingo Drive have no sidewalks.

Connections to surrounding areas. Pedestrian connections between the Levee and points east are fairly well defined. The John T. Myers Pedestrian Bridge is an important focal point in the area and it connects the Levee to Riehle Plaza and downtown Lafayette. The Wabash Landing development was designed and oriented to accentuate the prominence of this pedestrian bridge.

Bike/pedestrian connections between the Levee and points west are less defined. The intersection of State Street and River Road, which is the primary connection between the Levee and the Village and University, is particularly difficult for pedestrians and bicyclists.

Other facilities and amenities. The Wabash Heritage Trail is an important pedestrian and bicycle amenity within the Levee area. The trail extends along the west side of the river south from Brown Street, and along the east side of the river north from the Harrison Bridge. The undeveloped western segment has been approved and funded by the DNR.

A bike corridor has also been proposed along River Road as part of the US 231 Pedestrian-Bicycle Trail. The Wabash Heritage Trail and the US 231 trail are both part of the Wildcat Regional Bikeway system.

The Wabash Landing central pedestrian way, the John T. Myers Pedestrian Bridge, and Tapawingo Drive are part of an ISTEA project that will, along with the proposed greenways along both Brown Street and Howard Street, connect with the US 231 trail system that will eventually connect to the Happy Hollow greenway.

It should also be noted that CityBus is adding bike racks to the front of all their buses. Each rack holds two bikes, which are loaded and unloaded by the passenger. Similar “bikes-on-transit” programs in other communities have proven to be quite successful.

Parking

The Levee area is served by a series of off-street parking lots, a few on-street parking spaces, and a new parking structure financed by the City as a part of the Wabash Landing project.

While the Levee appears to have an adequate supply of parking at the present time, this is largely due to the fact that several buildings have vacant spaces and other properties are currently underutilized. The provision of adequate parking will be a primary concern as intensification and redevelopment continues, particularly in the areas north of Brown Street.

Parking for Wabash Landing. The Wabash Landing parking garage is now open and provides approximately 685 spaces to serve the area. It is operated by a contract operator and a nominal fee will be charged after the Landing project is completed.

In addition to the parking garage, several surface lots serve Wabash Landing. Parking for over 100 vehicles is provided on the south side of the project, along the State Street frontage. This parking is very attractive to shoppers and business patrons and is most appropriate for high-turnover use.

A second surface parking lot is located north of Brown, providing about 200 parking spaces for the development, especially the theater. However, part of this is a “temporary” lot since this property is a prime site for new commercial development. Redevelopment of this lot will not only reduce the supply of surface parking, but will also add new demand for spaces in the immediate area.

Other off-street parking lots. Other businesses within the Levee are served by surface parking lots of varying sizes and configurations. The uses along Howard Street and the uses along Brown Street west of Roebuck Drive and east of Tapawingo Drive are served by small, separate parking lots. Few of these lots are well marked and some have surfaces in poor condition.

Of particular concern is parking in the Levee Plaza portion of the area. The Levee Plaza Shopping Center is currently served by approximately 400 parking spaces. If the Plaza were fully occupied by retail, entertainment, and service uses, additional parking would be required.

On-street parking. Approximately 30 on-street parking spaces are provided along Brown Street near Wabash Landing. Additional on-street spaces have been suggested along Brown, if traffic volumes can be reduced along this street.

Utilities

The Levee area is currently well served by public utilities, and, according to the City Engineer, utility services should be generally adequate to accommodate future redevelopment.

During the Wabash Landing development process, several utility services were upgraded. New electrical, water, and sewer utilities were installed to serve the development. The sewer and water trunk lines in the Levee area were also upgraded to accommodate future development. Both the storm and sanitary sewers were reconstructed in early 2001, including a new sewer lift station.

Electrical and telephone lines were recently placed underground along Brown Street between Roebuck and Tapawingo Drives. Additional lines will be buried as a part of future development projects. The regional electric trunk line was also relocated to the east, over the park, in order to move it away from the parking garage and the residential units in Wabash Landing.

There is a private storm sewer on the Levee Plaza site that transfers storm water to the river. If this portion of the Levee is redeveloped, this private line may need to be connected into the public system or be upgraded to accommodate future needs.

In addition, several other overhead and underground utility lines exist in the area, and the disposition of these facilities should be considered in plans for future redevelopment.

Environmental Conditions

While the Levee is a developed urban area, and there are no major environmental constraints, there are several potential Brownfield sites and other concerns that should be considered as redevelopment continues in the future.

The Levee area has been built upon fill of varying quality. This sometimes means that additional foundation work is necessary for multi-story buildings. Also, the elevation of the Levee places it close to the flood plain elevation, limiting below grade building options.

In addition, several sites within the Levee are or were occupied by light industrial uses, repair shops, or auto-oriented businesses and these uses can sometimes require environmental clean-up prior to redevelopment.

Section 3: **Market Overview**

As part of the initial phase of the *Levee Area Development Plan* assignment, the Consultant Team conducted an assessment of market conditions and potentials within the Levee area, focusing on the retail, office, hotel, and residential markets.

This section provides a brief summary of the findings and conclusions of the *Levee Area Market Assessment* report, prepared by the Goodman Williams Group, which was discussed with the Project Advisory Committee in October 2001. The full report should be referenced for more detailed coverage of market conditions and potentials.

Methodology

In conducting the market assessment, the following tasks were undertaken:

- Interviews with a number of merchants, property owners, civic leaders, real estate brokers, developers, and representatives from the Cities of West Lafayette and Lafayette;
- An analysis of current demographic and household characteristics, as well as population and employment projections, to gain an understanding of future demand for various land uses;
- An assessment of retail, residential, and office developments in West Lafayette and surrounding areas to determine competitive market positions; and
- A projection of the opportunities and potentials for new development within the Levee Project Area.

Summary of Findings

West Lafayette's newly developed mixed-use project, Wabash Landing, has created the nucleus for transforming the Levee Project Area into a vibrant new "town center" area. The new movie theater, restaurants, bookstore, and other shops at Wabash Landing are adding substantially to the draw of the area, which already contained a number of established retailers. Improved access continues to boost the competitive position of the Levee.

In contrast to many other mid-sized communities in the Midwest, West Lafayette and its surrounding area have a diversified and growing economic environment. Employment has increased at a steady pace, and the area's unemployment rate is among the lowest in Indiana. Recently released Census data confirm that the population is growing at a strong pace. The West Lafayette market has captured a strong share of the region's growth, attracting both new housing development and retail expansion.

The proximity of the Levee to Purdue University can be viewed as an asset for new development. Purdue's 38,000 students and 12,500 employees generate significant demand for retail goods and services as well as housing. The density of households in the trade area results in a high aggregate income, which ranks among the country's highly urbanized areas. However, the concentration of young (under 25), non-family households has comparatively low incomes, even though most students receive financial support from their parents. In addition, undergraduates are not at school year-round, leaving retailers with reduced demand in certain seasons, including the very important Christmas season.

With these trends in mind, and based on the other analyses presented in the *Market Assessment* report, the following types of new development are recommended for the Levee.

- **Retail Uses:** The Levee has significant potential for additional new retail development. Additional retail uses should take advantage of the ready demand from students as well as attract traditional households from the surrounding nine-county market area.

Despite its good regional access, it will be difficult for the Levee area to compete with outlying shopping center locations for a major retailer. Instead, the retail offerings at the Levee should develop into a “lifestyle center” anchored by stores containing 5,000 to 20,000 square feet. The new Borders bookstore at Wabash Landing fits well into this scheme.

It should also be emphasized that the new retail uses at Wabash Landing, including Starbucks, Roly Poly Sandwiches, and Panera Bread, are reporting sales figures that exceed original estimates. The significant success of these new tenants should bode well for future retail development within the Levee area.

Other lifestyle stores that may be candidates for a Levee area location include:

- A specialty food store of approximately 20,000 to 35,000 square feet that would serve the Levee and nearby residents.
 - Additional sit-down, family-oriented restaurants such as Applebee's, Chi-Chi's, Chili's, Bennigan's, Macaroni Grill, Pizzeria Uno, TGI Friday's, Outback Steakhouse, or similar uses.
 - Cost Plus World Market, which sells furniture, pillows, lamps, floor and window coverings, frames, baskets, collectibles, tabletop and kitchen accessories, gourmet foods, and wines.
 - Gap or Old Navy, two specialty retailers offering clothing and accessories and personal care products for men and women.
 - Urban Outfitters, which offers lifestyle-oriented merchandise, fashion apparel, accessories and households and gift items.
 - Pier 1 Imports, which has a wide selection of indoor and outdoor furniture, lamps, vases, baskets, ceramics, dinnerware, candles, and other specialty products.
- **Housing:** Because of its size, location, intensity of development, and urban character, the Levee is not an appropriate location for new single-family detached housing.

The Levee could be considered an attractive location for student housing since it is located near the Purdue campus. However, because the Levee is West Lafayette's prime location for new retail development, large-scale new student housing would not be the highest-and-best-use of this property. Limited new student housing could be appropriate on the upper-floors of mixed-use buildings.

There may be a market for new for-sale condominium development designed to attract young professionals, married couples, active adults, retirees and others. In order to be marketable, such housing would need to offer high-quality amenities and a unique environmental setting. An attractive riverfront site adjacent to Tapawingo Park could provide such a setting. This housing product might entail multi-story buildings.

If carefully sited and properly designed, new high-quality housing could add significantly to the image and character of the Levee, and help diversify the base of households needed to attract desirable new retail development. However, if priced too low, this housing would most likely attract student buyers, perhaps with financial assistance from parents, which would make the attraction of permanent residents even more difficult.

- **Hotel:** The Hilton Garden Inn will be an important addition to the Levee area, enhancing the identity of the location and providing another source of demand for nearby retail development. This new hotel, together with the Holiday Inn that recently opened in downtown Lafayette, should satisfy near-term demand for hotel accommodations. In addition to market concerns, the difficulty in obtaining financing for hotels at the present time discourages further consideration of this land use in the near term.
- **Office:** While much of the area's office development has moved to highway-oriented locations, downtown Lafayette still has a number of office uses that do provide customers for various retail establishments, particularly restaurants. While the office market in downtown has struggled to retain its market position, some new construction and adaptive-use projects have taken place.

Speculative development of multi-tenant office space, which is risky in well-established office locations, is not recommended for the Levee Project Area. It is possible, however, that a local business could find the Levee an attractive location for a single-user building. The most likely motivation would be proximity to the Purdue campus and downtown Lafayette. A limited amount of upper-floor office space in mixed-use buildings might also be considered.

- **Other Potential Development:** Other land uses, such as an art or history museum, other cultural facilities, and governmental services would be compatible with the Levee's mixed-use character and would help promote the Levee as a new "town center." These uses could also attract additional patrons and visitors to the area, and demonstrate a strong, long-term public sector commitment to the Levee area.

However, cultural and governmental uses, if publicly owned and operated, do not generate real estate tax revenue and would not be expected to contribute financial support for the Levee TIF District. Furthermore, cultural and public facilities can sometimes require ongoing public subsidies and support.

Small-scale new cultural facilities might be desirable as components of new mixed-use development projects, provided they are carefully sited and do not detract from opportunities for new retail and commercial development.

Section 4: Redevelopment Concept

This section describes the recommended long-range redevelopment concept for the Levee Project Area. It includes a “vision” of the Levee as it should be 10 to 15 years in the future, and a list of objectives that should be used by the City to guide future decisions regarding improvements and new development.

The material in this section is based on the analysis of existing conditions and potentials described in previous sections of this report, and on discussions with a number of persons within the West Lafayette and Lafayette communities.

Vision for the Levee

During the next 10 to 15 year period, the Levee Project Area should be substantially improved and redeveloped as a compact, traditional “town center” area containing a mix of high-quality retail, service, entertainment, recreational, and residential uses, all within convenient walking distance of one another. The Levee should become a major attraction and focal point for the entire nine-county region. It should be equally attractive and convenient for residents, visitors, families, and students alike.

Commercial uses should predominate. New retail stores and shops should be developed in the blocks around Wabash Landing. Additional sit-down restaurants and family-oriented shops and services should be encouraged. A new grocery store of approximately 20,000 to 35,000 square feet should be promoted in the Levee Plaza area, together with related new convenience commercial uses. Several of the existing uses within the Levee Plaza Shopping Center, such as the International Health and Racquet Club, Hodson’s Bay Company and the Neon Cactus Night Club might become tenants in the new construction. Office uses should be promoted on the upper floors of commercial buildings throughout the area.

High-quality new owner-occupied condominium development should be encouraged in the eastern portion of the Project Area, oriented toward the Wabash River. Multi-story construction should be promoted and residential densities should be high enough to help support new retail and service uses. Residential units should also be encouraged on the upper floors of commercial buildings.

New development should be urban—as opposed to suburban—in character. Buildings should be at least two-stories in height and should be located very near the front property line. New buildings should be characterized by high-quality architectural design and traditional masonry building materials, particularly on the street level.

The Levee should be served by a safe and convenient transportation system that accommodates vehicles, public transit, bicyclists, and pedestrians alike. In particular, vehicular access to the interior portions of the Levee should be substantially enhanced.

Parking should be improved through the construction of a second parking garage and the provision of carefully located and attractively designed surface parking lots. Where possible, streets within the Levee should be designed to accommodate curb parking.

The Project Area should become a safer and more attractive and convenient area for pedestrians. Sidewalks should be provided throughout the area. The placement and orientation of buildings, parking lots, and open spaces should also help encourage pedestrian movement. New plazas and open spaces should be provided, including a centrally located public gathering place.

The Project Area should become more strongly linked to surrounding activity areas. Linkages should be improved to the Village and the University, possibly including enhanced pedestrian crossings along River Road. The John T. Myers Pedestrian Bridge should be maintained as a focal point and a linkage to downtown Lafayette. More direct pedestrian connections should be provided to the river corridor and to the Wabash Heritage Trail.

In addition, the overall image and appearance of the Levee should be significantly improved. An area-wide streetscape enhancement program should be implemented, encompassing new street trees, street lighting and public signage. Gateway features and “branding” should also be provided to enhance the image and perception of the Levee. Wayfinding improvements are in the process of being implemented, based upon a recently completed study undertaken by the City.

Development Objectives

In order to help achieve the vision described above, it is recommended that the City of West Lafayette utilize the following objectives to guide future improvement and redevelopment decisions within the Levee Project Area.

Role and Function:

The Levee should be characterized by a mix of uses and an overall development pattern that will:

- Serve as a major attraction and focal point for the Greater Lafayette area and the nine-county region.
- Create a traditional “town center” or small-town downtown for West Lafayette.
- Bring together residents and visitors, students and families on a regular basis.
- Capitalize on the unique open space and recreational amenities afforded by the Wabash River.
- Provide an attractive and high-quality “gateway” to the City.
- Reinforce connections and linkages between the West Lafayette and Lafayette communities.

Mix of Uses:

The Levee should consist of a diverse and exciting mix of land-uses characterized by the following:

- A predominance of retail, service, restaurant, and entertainment uses.
- Convenience commercial uses, including a small food store.
- Office uses on the upper floors of commercial buildings.
- Housing units located on the upper floors of commercial buildings.
- High-quality condominium development located near the Wabash River.

- Recreational and open space uses that enhance and complement nearby commercial development and provide activity generating facilities.
- Public and cultural uses, provided they do not unduly compete with or detract from tax generating uses.

Sites and Buildings:

The Levee should be characterized by high-quality building and site design consisting of:

- An “urban” development pattern dominated by two- and three-story buildings.
- Commercial buildings positioned at or very near the sidewalk line.
- The use of traditional masonry building materials such as brick and stone, particularly on the street level.
- Ground floor retail, service, and entertainment uses, with offices and residential units located on the upper floors of mixed-use buildings.
- Attractive and well-maintained urban landscaping around buildings and parking areas.

Traffic Circulation:

The Levee should be served by a safe and convenient transportation system that:

- Connects to and enhances the regional traffic routes located adjacent to or near the Levee.
- Provides improved access and visibility to the interior portions of the Project Area.
- Offers convenient bus service to the Levee from the surrounding community.
- Ensures a safe and comfortable environment for pedestrians and bicyclists.
- Complements and enhances the traditional urban development pattern that is recommended for the Levee.

Parking:

The Levee should be served by an adequate supply of conveniently located parking characterized by the following:

- Parking located behind buildings wherever possible.
- Parking lots and service areas that are landscaped and screened from views along streets and pedestrian ways.
- Parking lots that are paved, well marked, adequately illuminated, and provided with proper drainage.
- On-street parking along most streets within the Levee.
- At least one additional parking garage located to serve the northern portion of the Levee.
- Commercial space on the ground floor of parking garages located along major streets and pedestrian ways.
- Shared parking facilities that serve multiple uses within the Project Area.

Pedestrian and Open Space Amenities:

The Levee should become a friendlier and more convenient location for pedestrians and bicyclists, including:

- Safe, convenient, and attractive sidewalks along all streets throughout the Levee.
- A coordinated, area-wide system of streetscape facilities, including light fixtures, street trees, public signage, crosswalks, and other amenities.
- Clearly defined pedestrian ways that connect parking areas with nearby sites and buildings.
- Improved pedestrian linkages to the west, across River Road, to better connect the Levee to the Village and Purdue University.
- Additional plazas, gathering places, and seating areas that complement nearby commercial development.
- The placement of existing overhead utilities underground in order to enhance the appearance of the area and make it more conducive to pedestrians.
- Stronger pedestrian and visual linkages to the Wabash River, which should be viewed as an integral part of the Levee area and a setting for new development.
- A new "gateway design feature" near the intersection of State Street and Tapawingo Drive to highlight this important entrance to the West Lafayette community.

Section 5: **Redevelopment Opportunities**

Even though the Levee Project Area is fully developed, there will continue to be a market for and interest in new development and redevelopment.

While redevelopment could conceivably occur anywhere within the Project Area, several properties appear to be more “susceptible” to change than others. These include: a) vacant properties; b) marginal and underutilized properties; c) properties where reuse or redevelopment is already being discussed; and d) properties subject to change because of their location.

Based on the location of these properties, several “clusters” of properties have been identified within the Levee that represent opportunities for new commercial and/or mixed-use development in the future.

Opportunity Sites

While the new Wabash Landing project will be the focal point and centerpiece of the Levee, the entire Project Area should eventually be improved and upgraded to take full advantage of the area’s many locational assets and other amenities.

Potential “opportunity sites” are illustrated in Figure 4. They include the following:

- **Site A** encompasses the Wabash Landing project. This project, which is nearing completion, includes a new retail center, movie theaters, parking deck, and upper floor housing units. Future improvement and development elsewhere within the Levee should link, connect, and relate to this important new project.
- **Site B** encompasses Tapawingo Park. Improvement plans have been partially completed with the construction of the new Riverside Ice Rink and a small playground. Future improvement and development within the Levee should maintain and enhance this important public recreational area and activity generating space while reinforcing pedestrian and visual linkages between the park and nearby mixed-use development.
- **Site C** encompasses the predominantly vacant land located just north of Wabash Landing. Much of this property is owned by the Landing developer and is currently used for surface parking. New commercial development has been discussed within this area.
- **Site D** encompasses the Levee Plaza Shopping Center and nearby commercial uses. All of this subarea is under single ownership.
- **Site E** encompasses several small existing commercial uses along the east side of Howard Avenue, including Village Bottle Shoppe, El Rodeo Mexican Restaurant, China Buffet, and Pete’s.
- **Site F** encompasses several existing commercial uses near the Wabash River, including Nick’s Billiards Café, Aventis Bio Services, Burnham’s Marine, and People’s Welding Supply.
- **Site G** encompasses the triangular block bounded by North River Road, Brown Street and Howard Avenue. It contains Bruno’s Restaurant, the Travelodge Motel, Hairman, and a car wash.

- **Site H** encompasses the triangular block bounded by State Street, Brown Street and Roebuck Drive. It contains several small commercial uses, including Wendy's, Long John Silver's, and a dry cleaning establishment.

Except for Sites A and B, which are either established or under construction at the present time, each opportunity site highlighted above has potential for redevelopment in the future.

Redevelopment Phasing and Coordination

While the City of West Lafayette might promote area-wide redevelopment of the Levee as a single project, this will not likely be possible because of the size of the area, the multiple owners, and the need to relocate numerous existing businesses.

Therefore, the *Development Plan* allows for improvement and redevelopment to occur in the Project Area over a period of years, in a series of phases, as opportunities arise and resources become available.

However, while redevelopment might be phased over a period of years, the entire area should be planned and designed as a whole, not as a series of separate and independent properties. While each project should be capable of standing on its own merits, each should also be consistent with and conform to the objectives and guidelines for the Project Area as a whole.

In addition, the *Development Plan* for the area north of State Street should be coordinated with plans for the area south of State Street. Plans for these two areas should be complementary in terms of the mix of uses, character and pattern of development, and vehicular and pedestrian circulation.

For example, redevelopment of the Levee Project Area might proceed in several phases:

- **Short-term redevelopment sites.** This category includes three opportunity sites within the center of the Levee that appear to have excellent potential for redevelopment in the near future. In general, these areas are characterized by vacant land or buildings, marginal uses or buildings, and/or favorable ownership patterns. The City should work with, assist, and support property owners in these areas to promote high-quality redevelopment, consistent with the overall plan for the Levee.

Short-term redevelopment sites include:

- **Site C**, which encompasses the predominantly vacant land just north of Wabash Landing. This Site has excellent potential for new retail and mixed-use development.

New mixed-use construction should be promoted along the Brown Street frontage. Retail uses should be located on the ground floor of these buildings, with either offices or housing units on the upper floors. New buildings along Brown Street should be two to five stories in height, to reflect the development pattern within Wabash Landing to the south.

Brown Street should become a primary pedestrian corridor and should be equipped with a full range of streetscape facilities and pedestrian amenities. Build-

ings should face Brown Street and should be located at the sidewalk line, with no setbacks.

Surface parking should be located in the northern portion of Site C, with access off the new Tapawingo North roadway. Pedestrian ways should be provided between buildings to connect the parking lot to the Brown Street pedestrian way. Parking support for uses in this block should be provided in the existing Wabash Landing parking deck and in other parking facilities in the area.

- **Site D**, which encompasses the Levee Plaza Shopping Center. This Site has good potential for new commercial and mixed-use development, if access and visibility can be improved.

Tapawingo North should be constructed along the southern edge of Site D to improve access and visibility to the interior portion of the Project Area. The new roadway should extend between the existing Tapawingo Drive and River Road. An attractive boulevard treatment should be considered for this new roadway to enhance the overall image and identity of the Levee.

The existing Levee Plaza Shopping Center and nearby commercial uses should be redeveloped for new retail, service and convenience commercial uses. Retail and service uses should be located on the ground floors of buildings along Tapawingo North, with either offices or housing units on the upper floors. This site would be a possible location for a new grocery store of 20,000 to 35,000 square feet, with access from the new Tapawingo North and with improved visibility from River Road.

Surface parking should be provided in the northern portion of Site D. This site should also be the location of a second new parking garage to serve uses within this portion of the Levee.

High-quality new condominium development would also be appropriate in the far eastern portion of Site D. Residential development in this area should be subject to the policies and guidelines set forth for Opportunity Site F, as presented below.

In addition, Site D should also be considered as the location for a new central plaza and gathering space, positioned near the geographic heart of the Levee.

- If possible, **Site E**, which encompasses several small commercial uses along the east side of Howard Avenue, should be combined with Site D to create a larger site for new convenience commercial development. This area should be subject to the principles and objectives outlined for Site D above.

In many ways, redevelopment of the small existing commercial buildings along the east side of Howard Avenue will be required in order to improve access and visibility to the interior portion of the Levee, and will most likely be a prerequisite to attracting a new food store and other convenience commercial uses to this area.

Short-term redevelopment of the three sites highlighted above would: a) provide for wide range of new stores and businesses, b) increase the residential base within the Levee, c) upgrade the image and appearance of the Project Area, and d) enhance opportunities for attracting additional commercial and mixed-use development in the intermediate and long-term future.

- **Long-term redevelopment sites.** This category includes the opportunity sites located in the eastern and western portions of the Levee. While each site appears to have good potential for new retail, residential, and/or mixed-use development, site acquisition and assembly may be more difficult due to the larger number of property owners involved in creating sites for redevelopment.

Long-term redevelopment sites include:

- **Site F**, which encompasses the properties near the Wabash River. This Site has good potential for new residential development, if existing commercial uses can be relocated. Eventual redevelopment of this Site is key to realizing the riverfront's full potential.

Site F should be redeveloped for high-quality new condominiums, oriented to take advantage of views toward the Wabash River. New housing construction should reflect the traditional scale and character recommended elsewhere within the Levee, particularly in terms of building materials, colors, and mass and proportion.

While new residential buildings should be set back from the sidewalk, setbacks should be consistent along a block front. Residential buildings should be aligned with and "face" the street, except for those that face the river. Residential sites should be attractively landscaped, particularly front setbacks and the perimeter of parking and service areas. Public access to the riverfront to the north should be encouraged as Site F is redeveloped.

Where possible, parking to serve residential uses should be located inside the primary buildings; if garages or surface lots are provided, they should be located behind the residential buildings.

As Site F is redeveloped, consideration should be given to providing space near the river for the Purdue Crew and other local rowing organizations. For example, space might be provided on the ground floor of a mixed-use structure, perhaps also including a restaurant, with residential units on the upper floors.

- **Site G**, which encompasses the triangular block bounded by North River Road, Brown Street and Howard Avenue. This Site has good potential for new commercial development, if existing businesses can be relocated. Eventual redevelopment of this Site is key to improving visibility to the Levee.

New commercial construction should be promoted along the Brown Street frontage. Retail uses should be located on the ground floor of these buildings, with either offices or housing units on the upper floors. Drive-up windows should not be permitted in keeping with the urban character of the area. The existing Bruno's Restaurant should be retained and incorporated into the new development.

Brown Street should become a primary pedestrian corridor and should be equipped with a full range of streetscape facilities and pedestrian amenities. All overhead lines should be placed underground. Buildings should face Brown Street and should be located at the sidewalk line, with no setbacks.

New commercial development might also be located along the River Road frontage. However, it may be more desirable to encourage an attractive landscaped setback along this frontage in order to enhance visibility to the interior portions of the Levee and to improve views toward other new developments.

- **Site H**, which encompasses the triangular block bounded by State Street, Brown Street and Roebuck Drive. This Site has good potential for new commercial development, if existing businesses can be relocated.

New commercial construction should be promoted along the Brown Street frontage. Retail uses should be located on the ground floor of these buildings, with either offices or housing units on the upper floors. New development should emphasize the role of Brown Street as the Levee's primary pedestrian corridor.

As an alternative, Site H might provide expansion space for Wabash Landing.

It should be emphasized that some of these "long-range" sites could become higher priority sites if developer interest emerges in the near future.

The Levee Project Area is composed of several clusters of properties that represent different opportunities for improvement and development. These "opportunity sites" might be improved and redeveloped as a series of independent but coordinated projects over a period of years.



- **Site A** encompasses the Wabash Landing project, which is nearing completion. Future improvement and development should link, connect, and relate to this important new project.

- **Site B** encompasses Tapawingo Park. Plans for the Levee should reinforce pedestrian and visual linkages between the park and nearby mixed-use development.

- **Site C** encompasses the predominantly vacant land north of Wabash Landing. It has excellent potential for new retail and mixed-use development.

- **Site D** encompasses the Levee Plaza Shopping Center. It has good potential for new commercial and mixed-use development, if access and visibility can be improved.

- **Site E** encompasses the east side of Howard Avenue. If possible, it should be combined with Site D to create a larger site for new commercial development.

- **Site F** encompasses the properties near the Wabash River. It has good potential for new residential development. Redevelopment of this property is key to realizing the riverfront's full potential.

- **Site G** encompasses the block bounded by North River Road, Brown Street and Howard Avenue. It has good potential for new commercial development. Redevelopment of this property is key to improving visibility to the Levee.

- **Site H** encompasses the block bounded by State, Brown, and Roebuck Drive. It has long-range potential for new commercial development.



Figure 4: **Opportunity Sites**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003

Section 6: **Design and Development Guidelines**

Previous sections of the Plan report highlight numerous opportunities for redevelopment within the Levee Project Area. The recommendations for each “opportunity site,” presented in Section 5, include several design and development guidelines specific to that particular site. In addition, a number of public improvement projects have also been recommended within the Project Area.

This section provides a more detailed and complete listing of design and development guidelines for the Levee. The guidelines address both the public and the private realms of the Levee, and are divided into two categories:

- Guidelines for **Sites and Buildings** that address new commercial, mixed-use, and residential construction; and
- Guidelines for the **Public Rights-of-Way** that address streets, sidewalks, streetscapes, and pedestrian and open space amenities.

In general, the design guidelines strive to:

- a) Promote public and private improvements and developments that will help create a traditional “town center” or downtown for the City of West Lafayette.
- b) Foster new development that complements the existing scale and character of the West Lafayette community, but also creates a distinctive new focal point and activity area.
- c) Ensure high-quality and compatible building and site design throughout the Levee.
- d) Establish a development pattern that encourages more significant pedestrian and bicycle activity, while still accommodating transit, automobile traffic, and parking.

It should be emphasized that the guidelines *do not* attempt to dictate architectural styles or “make all the buildings look the same.” Rather, they strive to promote a level of quality, compatibility, and consistency that will help make the Levee area a truly unique and distinctive area for shoppers, residents, employees, and visitors alike.

A number of the design and development guidelines presented in this section are illustrated in the plans and sketches that appear in the Section 7 of this report.

Sites and Buildings

The guidelines for sites and buildings address new commercial, mixed-use, and residential construction, and are focused on promoting high-quality and compatible developments that will help create a traditional and unified image and identity for the Levee Project Area.

While the guidelines are specific enough to ensure design compatibility, they are also flexible enough to allow for individual creativity on the part of property owners, architects, and builders.

The guidelines presented below should be used by City staff, the Area Plan Commission, and the Redevelopment Commission in reviewing plans and proposals for new developments within the Levee. They should be considered for incorporation into the CB-W zoning provisions in the Unified Zoning Ordinance and other applicable codes and ordinances.

Architects, property owners and developers should also use the guidelines as a reference as they prepare plans for new development projects.

Building Scale and Proportion:

- New buildings should be at least two stories in height. New one-story buildings are too low to maintain the traditional urban scale and character and should be discouraged, particularly in the blocks south of the proposed Tapawingo North roadway.
- Buildings up to five stories in height could be acceptable in selected locations, provided they are in character with the surrounding area.
- Buildings may have either a pitched roof profile or a flat roof with a parapet wall. Parapets should be encouraged to create an interesting building profile and to hide vents and other rooftop equipment.
- The first floor on new commercial buildings should have a strong pedestrian orientation, with display windows, attractive detailing, and convenient and “hospitable” entrances.
- Exterior building design features that can help distinguish the Levee from other development areas should be encouraged, such as decorative cornices, pilasters, columns, reliefs, medallions, dormers, etc.
- The façades of large new buildings should be visually divided into 20 to 30 foot “bays” to reflect a traditional commercial development pattern. Rooflines, cornice treatments, and the design and placement of columns, pilasters, and windows, could be used to achieve this objective.
- Vertical architectural elements, such as clock towers, spires or campanile, should be considered as design “highlights” at key locations.

Building Placement and Orientation:

- Buildings should have a strong visual and physical relationship to the street in order to enhance the Levee’s pedestrian orientation. However, buildings should be attractive at both a pedestrian and vehicular scale.
- In most locations, new commercial and mixed-use buildings should be positioned at the front property line. On corner lots, new buildings should be built out to both property lines.
- New construction in most locations should consist of continuous rows of buildings in order to minimize the number of gaps between buildings and discontinuities in the street frontage. Where gaps between buildings do exist, these spaces should be enhanced as courtyards, open spaces, or pedestrian passageways connecting the sidewalk with parking areas located behind stores and businesses.
- Buildings throughout the Levee should face the street; the placement of buildings at odd or irregular angles to the street should be avoided. However, corner buildings might take advantage of their prominent locations with angled or recessed corner entrances or other small setbacks.
- In locations characterized by building setbacks, side yards and surface parking lots, the street frontage should be maintained through the use of low-profile urban landscaping and decorative walls or fencing.

- New buildings should have attractive rear façades that are “comparable” to front façades. Rear entrances to stores and shops should be encouraged in blocks where public parking or pedestrian walkways are located behind the buildings.
- All service entrances, dumpsters, loading facilities, and outdoor storage should be located at the rear of buildings; they should be screened from view along sidewalks and roadways through the use of masonry walls and/or evergreen plantings.

Building Materials and Colors:

- Building materials should be of high quality and durability, and should complement other new buildings within the Levee.
- New buildings should be constructed primarily of traditional masonry building materials such as brick or stone. These materials should be used on all sides of the building that face a street, walkway or parking area, or that experience substantial “wear and tear.” Recommended accent materials include stone, simulated stone, terra cotta, and wood and metal trim.
- While “exterior insulation finish systems” (EIFS) might be used in limited quantities as an accent material and on upper floors, they should not be employed as a primary building material or be used on the street level of a building. Rough-sawn wood, aluminum and vinyl siding, rustic shingles and shakes, and plastic or metal panels should be prohibited within the Levee.
- Color should be used to unite the elements of a façade and to highlight architectural features. However, the colors on individual buildings should complement and be compatible with the colors of nearby buildings.
- The predominant colors for new buildings should be relatively muted and subtle. While the natural brick and stone colors of red, buff, cream, and gray should predominate, contrasting and complementary colors should also be used to accent building components, highlight architectural elements, and add richness and variety to the Levee.

Doors & Windows:

- Doors on commercial buildings should be attractive and inviting to pedestrians. Recessed entrances and the use of awnings and canopies should be encouraged to define and protect entryways. Multiple entrances should be encouraged along a block front to enhance pedestrian activity and add visual interest to the street.
- Main entrances should be at the front of the building and should face the sidewalk; corner buildings might take advantage of their prominent locations with angled corner entrances. Secondary entrances should also be encouraged from public parking areas or secondary pedestrian walkways.
- Large ground-floor display windows should be encouraged in new commercial and mixed-use construction. Metal or wood frame windows over solid bulkheads are recommended; glazing should not extend to the ground.
- Upper floor windows should be recessed, not flush with the surface of the building, and should be smaller in size than first floor windows. Bay windows are also acceptable, provided they are in character with the architectural style of a building.

- Upper floor windows should appear to be individual openings in a solid wall, rather than as continuous rows of windows separated only by their frames; curtain-wall window treatments are not appropriate within the Levee.
- Window glazing should be clear or slightly tinted; dark, mirrored, or reflective glass should not be permitted.

Awnings & Canopies:

- Awnings and canopies should be encouraged to provide weather protection and to add visual interest at the street level.
- Awnings and canopies should be integrated into the façade and should be in character with the architectural style of the building.
- Simple pitched awning profiles, either fixed or retractable, are preferred. Arched or rounded awnings should be discouraged, unless they are compatible with and appropriate to the architectural style of a building.
- Internally illuminated or back lit awnings and canopies, shingle and mansard canopies, and plastic awnings should not be permitted.

Private Signage:

- Exterior building signs should be limited to business identification and description; exterior advertising signs should not be permitted. The size, material, color, and shape of building signs should complement the architectural style and scale of the building.
- Wall-mounted signs should be encouraged, although signage should not project above the cornice line or be mounted on the roof of a building. Raised, individual letters mounted directly on the building, as well as signs that use light colors for lettering and darker colors for backgrounds, should be encouraged.
- When a building contains multiple ground-floor tenants, signage for all businesses should be compatible in design and consistent in placement.
- Street numbers should be prominently displayed at the main entrance to every business and be clearly visible from the street.
- Free-standing signage is not recommended within the Levee, except for shared, low-profile monument signs for multi-tenant properties. Monument signs should be attractively landscaped and constructed of traditional building materials similar to the primary building on the site.
- The letters of a monument sign should be internally illuminated with a white light source. External illumination may be appropriate for a natural metal or “engraved” stone monument sign.
- Pole signs, pylon signs, and billboards should not be permitted in the Levee. All signage will comport with the New Unified Zoning Ordinance (NUZO) or those set forth in a planned development (PD).

Building Lighting:

- Lighting should be used to illuminate entries, signage, displays, and pedestrian and parking areas, as well as to highlight significant architectural elements.

- Building lighting should be subtle and understated; light fixtures should be designed and oriented to produce minimal glare and spillover onto nearby properties. However, lighting levels should be sufficient to ensure safety and to help create an urban setting.
- Most exterior lighting sources should be concealed; where concealment is not practical, light fixtures should be compatible with overall storefront design.
- Down lighting should be encouraged on commercial buildings; spot-lighting should be limited to major features and key landmarks within the Levee.
- Incandescent lighting creates a warm atmosphere and should be encouraged; if neon lighting is used, colors should be compatible with and complement the façade of the building.

Parking Lots:

- Parking lots should be located behind buildings or at mid block; parking in front of buildings or at corner locations should be discouraged.
- Curb cuts and access drives should be minimized, particularly along pedestrian shopping streets and major roadways; they should not be located near intersections or primary building entrances.
- Parking lots should be screened from view along sidewalks and roadways through the use of low masonry walls, hedge plantings, or shrubs.
- All parking lot landscaping within the Levee should meet or exceed the requirements set forth in the City's Landscape Ordinance.
- Parking lots should have full height curbed perimeters; curbed landscaped islands (that comport with the City Landscape requirements); and clearly marked pedestrian pathways should be provided within the interior of parking areas to avoid large expanses of asphalt and to enhance pedestrian safety.
- All parking lots should be paved, well marked, and designed for proper drainage. Parking lots should be adequately illuminated.
- Parking lots should be shared between multiple stores and businesses where possible to allow for a more efficient lot layout and to minimize curb cuts. Cross access between adjacent parking lots should also be encouraged.

Parking Structures:

- Parking structures should be encouraged to lessen the reliance on surface parking and to provide more land area for buildings and open spaces.
- The ground floors of parking structures along primary shopping streets should be used for stores, restaurants, or service establishments.
- Parking structures should have an architectural style and design character that is similar to other buildings within the Levee. In general, the design treatment of parking structures, particularly the ground floors and front façades, should conform to the full range of design guidelines presented above.
- Parking garage roof lines and floor level articulations that are visible from the street should be parallel to the street; ramping and inclines should occur within the structure or on the interior of the block.

- The appearance of parking structures might also be “softened” through the use of planter boxes on the upper floors. In addition, vines might be used as foundation plantings and be applied so that they climb up the walls, softening the façade of a parking structure. The use of fixed decorative banners should also be encouraged.
- Uncovered parking on the top level of a structure should employ roof-top planters around the full perimeter of the building.

Private Landscaping and Site Improvements:

- All private landscaping within the Levee should conform to the guidelines and requirements set forth in the West Lafayette Landscape Ordinance.
- Planters and landscaped areas should be encouraged adjacent to buildings and to buffer parking and service areas. Plantings should consist of low evergreen and/or deciduous shrubs planted in conjunction with low-growing annual or perennial plants and groundcover. Large expanses of exposed mulch should be avoided.
- A landscaped buffer at least five feet in width should be provided around the perimeter of surface parking lots. Perimeter landscape plantings should include a continuous hedge accented by trees and ground cover. Mounding should be used where possible.
- In conjunction with landscaping, decorative fencing should be encouraged to delineate and screen parking and service facilities, outdoor storage areas, etc. Low-profile wrought iron fencing or masonry walls are recommended; chain link fencing should not be permitted.
- Outdoor seating areas, such as those provided by restaurants, should be well landscaped and incorporated into the overall site design. Outdoor seating areas should be set back and screened from parking areas and driving aisles.
- Maintenance programs should be established to ensure that private landscaping is adequately cared for and that its value is retained over time. Regular maintenance should include turf mowing, periodic fertilization, pruning, and the clean-up of litter and debris. Irrigations systems should also be encouraged.

Multi-Family Residential Areas:

While the design guidelines listed above apply to commercial and mixed-use development, many of the guidelines should also apply to new condominium construction within the Levee, particularly those related to parking, site landscaping, materials and color, and scale and proportion.

Several additional guidelines specifically related to new condominium development are presented below.

- New housing construction should reflect the traditional scale and character recommended elsewhere within the Levee, particularly in terms of masonry building materials, colors, and mass and proportion.
- While new residential buildings may be set back from the sidewalk, setbacks should be held to a minimum, and setbacks should be consistent along a block front. Residential buildings should be aligned with and face the street.
- Landscaping and decorative fencing should be used to maintain the “streetwall” along streets that serve residential buildings.

- Residential sites should be attractively landscaped, including the perimeter of parking and service areas.
- Residential portions of the Levee should be characterized by a “residential” streetscape, whereby sidewalks, street lights, street trees, and parkway treatments reflect similar features in West Lafayette’s traditional urban neighborhoods.
- Where possible, parking to serve multi-family uses should be located inside the primary buildings; if garages or surface lots are provided, they should be located behind the residential buildings.
- Apartment and condominium units should also be promoted on the upper floors of mixed-use buildings in order to create an “urban” residential component very different from other residential areas in the community.

Public Rights-of-Way

In addition to site and building development, a range of projects should be undertaken within the public rights-of-way to enhance the image and appearance of the Levee and to create a safe, attractive, and “hospitable” shopping, living, and leisure-time environment. These public sector improvements can also help promote new private investment and development, and attract additional visitors and business patrons to the area. Where possible, the arts should be incorporated into public spaces.

In general, it is recommended that the City establish a comprehensive, area-wide design system for public improvements to be applied in various parts of the Levee. While the design system should be based on the architecture, history, and traditional character of the West Lafayette community, it should also help establish a unique new image and identity for the Levee.

The guidelines presented below provide a preliminary framework for the design treatment of streets, sidewalks, streetscape facilities, and other pedestrian and open space amenities.

Streets:

- Streets should be designed to support vehicles, public transit, bicyclists, and pedestrians on a relatively equal basis. While accommodating vehicular traffic, streets should also promote walking, cycling, the use of public transit, and an overall sense of place.
- To the extent possible, streets within the Levee should reflect the traditional street grid pattern that predominates in the surrounding community. Streets should intersect and interconnect to create regularly-shaped blocks and parcels.
- The use of a landscaped median should be considered on the new Tapawingo North extension to enhance the appearance of the roadway, calm traffic, and highlight this street as the primary circulation route through the Levee.
- On-street parking, which is quite convenient for short-term business patrons and also provides protection for pedestrians, should be provided where possible along all streets within the Levee.
- Streets should be designed and controlled to reduce the speed of traffic as it passes through the Levee in order to protect pedestrians and enhance commercial activity. Contrasting paving materials, landscaping, on-street parking, medians, and curb “bump-outs” can all be used to help calm and reduce the speed of traffic.

- The City should work with the Indiana Department of Transportation (INDOT) to improve street crossings along both State Street and River Road to make it safe and comfortable for pedestrians to enter the Levee from the surrounding community. This might entail widening sidewalks, constructing curb extensions, improving pavement markings, installing pedestrian-compatible traffic signals, and other measures.
- Crosswalks should also be provided at key locations to encourage pedestrians to move through the Levee. To improve visibility and safety, crosswalks should be made prominent and noticeable by employing a change in paving materials, texture, and color. Small pylons and special lighting fixtures might also be used to highlight crosswalks.

Sidewalks:

- Sidewalks should be provided along both sides of all streets within the Levee. Sidewalks along major pedestrian routes should consist of modular clay and/or concrete paving units. Sidewalks along other streets should consist of modular clay and/or concrete paving units used as trim elements in combination with standard concrete pavements.
- All public sidewalks should be a minimum of six feet in width. In locations of heavy pedestrian use, sidewalks should be a minimum of eight feet in width.
- In areas where the sidewalk extends from the building wall to the curb, sidewalk width should be twelve to fifteen feet permit a buffer zone between the walkway and the street. This buffer zone should consist of urban landscaping with street trees and light fixtures, or a paved area with trees in grates, lights, and other street furniture.
- As mentioned above, sidewalk “bump-outs” should be considered at key intersections to assist in street crossings, slow traffic, provide additional space for street furniture, and eliminate parking near intersections.
- An area-wide system of secondary walkways should be also developed to provide linkages between public sidewalks and nearby parking areas, open spaces and building entries.
- All public and private sidewalks within the Levee should be accessible to the handicapped and should comply with appropriate ADA (*Americans With Disabilities Act*) standards.

Landscaping:

- Regularly spaced street trees should be planted in rows along both sides of all streets within the Levee. Species and spacing should conform to the West Lafayette Landscape Ordinance.
- Parkway landscaping should consist of salt-tolerant street trees, shrubs, groundcover and perennials. Plantings in raised beds, planters, urns, or other containers should be considered along the curb line in selected locations and to highlight building entries and special activity areas.
- All landscaping within and adjacent to the public right-of-way should be compatible with existing plant materials in the area and be composed of native and salt tolerant species.
- Street trees and other landscaping along the public rights-of-way should be protected from motorized and pedestrian traffic by curbs, tree grates, and other devices. Ever-

green shrubs should be encouraged in light of their ability to provide year-round color and interest.

Lighting:

- Lighting along public streets within the Levee should consist of both roadway lighting and decorative pedestrian lighting.
- While roadway lighting should be consistent with INDOT and City codes and standards, light standards within the Levee should be no more than 20 to 25 feet in height in order to be in scale with new buildings within the Levee.
- Pedestrian light fixtures should be of a style and character similar to the fixtures currently installed within Wabash Landing. Light standards should be approximately 12 to 15 feet in height.
- Pylons and bollard lighting should be considered as accents and for ornamental purposes. These fixtures could be used to highlight crosswalks, open spaces, seating areas, and major pedestrian ways.

Public Signage:

- The City should establish a comprehensive signage system that directs motorists to the Levee, and guides both motorists and pedestrians to key destinations within the area. The signage system should be compatible with that being implemented at Wabash Landing in order to establish unity and consistency within the overall area.
- "Wayfinding" signs are being placed at strategic locations outside the Project Area to direct motorists to the Levee from major arterial routes and other activity areas within the two communities.
- "Gateway" signs should be developed at the intersections along State Street and River Road that provide entry into the Levee. In addition to signage, gateway features might include landscaping, lighting and paving materials, and/or a narrowing of the street.
- Informational and wayfinding signs are being provided at key locations to direct pedestrians to stores and businesses and to announce activities and events in the area.
- Banners attached to street light standards are being considered to commemorate special events within the Levee and the surrounding community. Banners might be changed periodically during the year.
- A new "icon" (branding) should be considered to specifically brand the Levee Project Area. This new icon could appear on the full range of Levee signs and directories, and also be used in conjunction with the City's new logo in a variety of marketing and promotional efforts.

Other Pedestrian and Bicycle Amenities:

- At least one new civic plaza should be developed near the geographic heart of the Levee to serve as a focal point for new development and a central gathering space for shoppers, residents, visitors, and employees. Smaller open spaces and courtyards should be considered as a part of private development projects within the area. Courtyards might be integrated with adjoining restaurants to provide outside seating areas.

- Improvement and development of the Levee should include a unified system of “street furnishings,” such as seating areas, trash receptacles, drinking fountains, bike racks, and other pedestrian amenities. Street furnishings should reflect a traditional design theme, and be consistent with the materials, colors and architectural styles to be promoted within the area.
- Trash receptacles should be placed along each block front, preferably near corners or other activity areas. Benches and drinking fountains should be located near open spaces, pedestrian amenities and activity areas. Bike parking should be provided in visible areas and near main entrances to buildings. Bollards should be used at curbside, along streets where sidewalks directly abut parking or traffic lanes.
- The John T. Myers Pedestrian Bridge should continue to be maintained as a focal point within the Levee and as an important linkage to downtown Lafayette.
- Linkages to Tapawingo Park and the Riverside Ice Rink should be enhanced through signage, wayfinding, paving materials, plantings, branding and civic entries to showcase both the Levee area and the park.
- The City should consider a new civic design feature at the eastern terminus of both Brown Street and the proposed Tapawingo North. This might include a sculpture, clock tower, decorative fountain, gazebo, scenic overlook, etc.
- Smaller pieces of public art might also be considered at key locations along the public rights-of-way and on private properties. Businesses or institutions within the Levee and surrounding community might be recruited to sponsor public art.
- Where possible, utility lines throughout the Levee should be placed underground.

Riverfront Properties:

- The Wabash River corridor should continue to be preserved and enhanced as an important open space and visual amenity that adds to the character and ambiance of the Levee.
- Existing open spaces, natural features, and vegetation should be preserved and maintained to the greatest extent possible.
- Additional improvements might be considered along the river corridor, including the provision of viewpoints, the enhancement of landscaping, and more convenient pedestrian linkages to the Levee.
- Building and site design should respect and adapt to the natural characteristics of the riverfront area, including the natural topography and drainage characteristics of the river corridor.
- The existing riverbank should be stabilized. Invader species should be removed and a program to reintroduce native vegetation should be pursued. This will make the riverbank less susceptible to erosion and will improve the habitat of the river corridor. The use of Purdue University students, as a part of the Engagement Program, should be considered to help stabilize the riverbank.
- At the top of the riverbank, pathways for pedestrian and bicycle use should be installed, linking with the trails proposed in Tapawingo Park to the south and the proposed trail system to the north.

Section 7: ***Illustrative Plans and Sketches***

The section presents a series of plans and sketches that illustrate how the Levee Project Area might eventually be improved and redeveloped, consistent with the policies, guidelines, and recommendations presented in previous sections of the *Development Plan* report.

The plans and sketches include the following:

- An ***illustrative site plan***, showing the full range of public improvements and private redevelopment projects within the area.
- ***System plans*** that highlight specific recommendations for: a) land-use, b) transportation, c) parking, and d) pedestrian and open space amenities.
- ***Perspective sketches*** that illustrate the scale and character of improvements and new developments proposed in various portions of the Levee.

The plans and sketches are intended to:

- a) Suggest how the overall Project Area might eventually be revitalized and enhanced, according to the “vision” described in Section 4.
- b) Depict how the individual “opportunity sites” might be improved and redeveloped, according to the recommendations set forth in Section 5.
- c) Illustrate a number of the policies and guidelines for buildings, site development, and the public rights-of-way, as presented in Section 6.

Note on Graphic Presentation

In order to describe and convey the various policies, guidelines, and recommendations, the graphics presented on the following pages show the location and arrangement of buildings, streets, parking areas, and open spaces.

However, it should be emphasized that these are shown for ***illustrative purposes only***. They are not intended to be architectural plans or final design solutions. They are not meant to limit creativity or to restrict the final design for any specific property.

Rather, the graphics illustrate the mix of uses and the scale, pattern, and character of new development called for in the *Levee Area Development Plan*.

If a specific property is redeveloped in the future, the City should work closely with prospective architects and developers to formulate high-quality site and building design solutions, consistent with the principles and guidelines established in the final *Development Plan*.



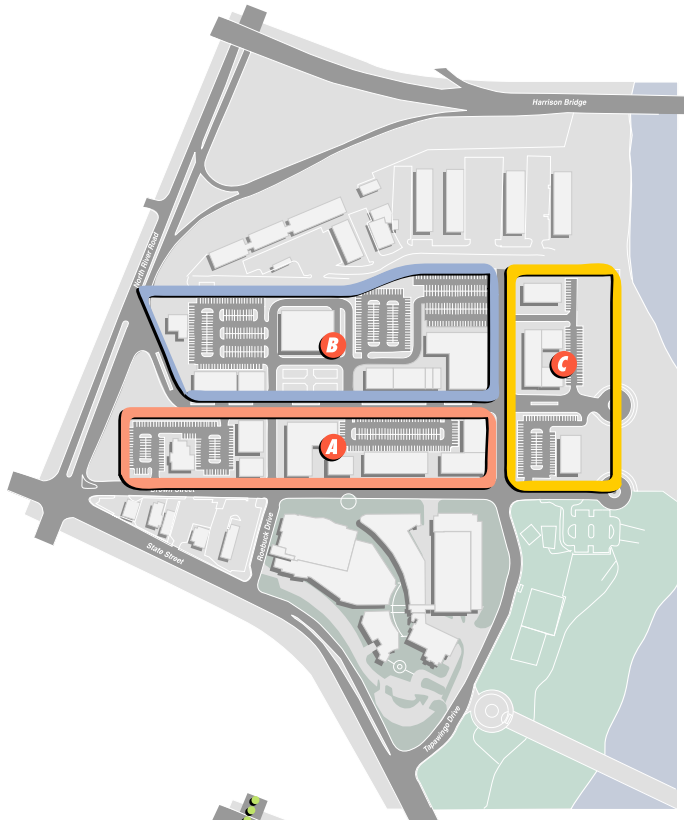
During the next 10 to 15 year period, the Levee Project Area should be substantially improved and redeveloped as a compact, traditional "town center" area containing a diverse and exciting mix of land-uses, all within convenient walking distance of one another.

The Levee should become a major attraction and focal point for the entire region. It should be equally attractive and convenient for residents, visitors, families, and students alike.

Figure 5: **Illustrative Site Plan**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003



Land-Use:

The Levee Project Area should be characterized by a mix of high-quality retail, service, entertainment, recreational, and residential uses.

A - Commercial uses should predominate. New retail stores and shops should be developed in the blocks around Wabash Landing. Additional sit-down restaurants and family-oriented shops and services should be encouraged.

B - A new grocery store of approximately 20,000 to 35,000 square feet, together with other new convenience commercial uses, should be promoted in the Levee Plaza area.

C - High-quality new condominium and mixed-use development should be encouraged in the eastern portion of the Project Area, oriented toward the Wabash River.

Residential and office uses should be encouraged on the upper floors of commercial buildings throughout the area.



Transportation:

The Levee should be served by a safe and convenient transportation system that accommodates vehicles, public transit, bicyclists, and pedestrians alike. Streets should reflect a traditional grid pattern.

A - Brown Street should continue to be enhanced as the primary shopping street. It should have a full range of streetscape amenities.

B - Tapawingo North should be constructed to improve access and visibility to the interior of the Levee. It should provide access to new buildings and parking facilities. An attractive boulevard treatment should also be considered for this new roadway.

C - Transit service should continue to be upgraded; a transit "gazebo" should be considered on Brown Street.

D - Access to the Waterfront Condominiums should be improved.

E - Pedestrian and bicycle pathways should connect with the existing and proposed trail systems in the area.

Sidewalks should be provided on all streets within the Levee. Crosswalks should be provided at key locations.

Figure 6: **System Plans**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003



Parking:

Parking should consist of attractively designed surface parking lots, at least two parking structures, and on-street curb parking.

A - Small surface lots should be distributed throughout the Levee, located near new commercial developments. Parking lots should be positioned behind buildings or at mid-block locations. They should be screened with low masonry walls, hedge plantings, or shrubs. Parking lots should be shared between multiple stores and businesses to allow for a more efficient lot layout and to minimize curb cuts.

B - A second parking garage should be located in the Levee Plaza area to serve development within the northern portion of the Project Area. Parking structures should have an architectural style and design character that is similar to other buildings within the Levee, and the ground floors should be used for stores, restaurants, or service establishments. Parking above the new food store might also be considered.

On-street parking should be provided along all streets where possible.



Pedestrian and Open Space Amenities:

The Project Area should be safe, attractive, and convenient for pedestrians. Improved sidewalks and the placement of buildings, parking, and open spaces should encourage pedestrian movement.

Trees and streetscape amenities should be provided along all streets within the Levee. Building sites and parking lots should be attractively landscaped.

A - The John T. Myers Pedestrian Bridge should be maintained as a linkage to Downtown Lafayette.

B - Pedestrian connections should be improved to the west, perhaps including enhanced crosswalks.

C - A new central plaza should be developed to serve as a focal point and a public gathering place.

D - Gateway signs should be developed at the entrances to the Levee. Wayfinding signs are being provided to direct motorists to the Levee from surrounding areas.

E - Civic design features should be considered at the east end of Brown Street and Tapawingo North.

F - The Wabash River corridor should be preserved and enhanced as an open space and visual amenity.

Figure 7: **System Plans** (continued)

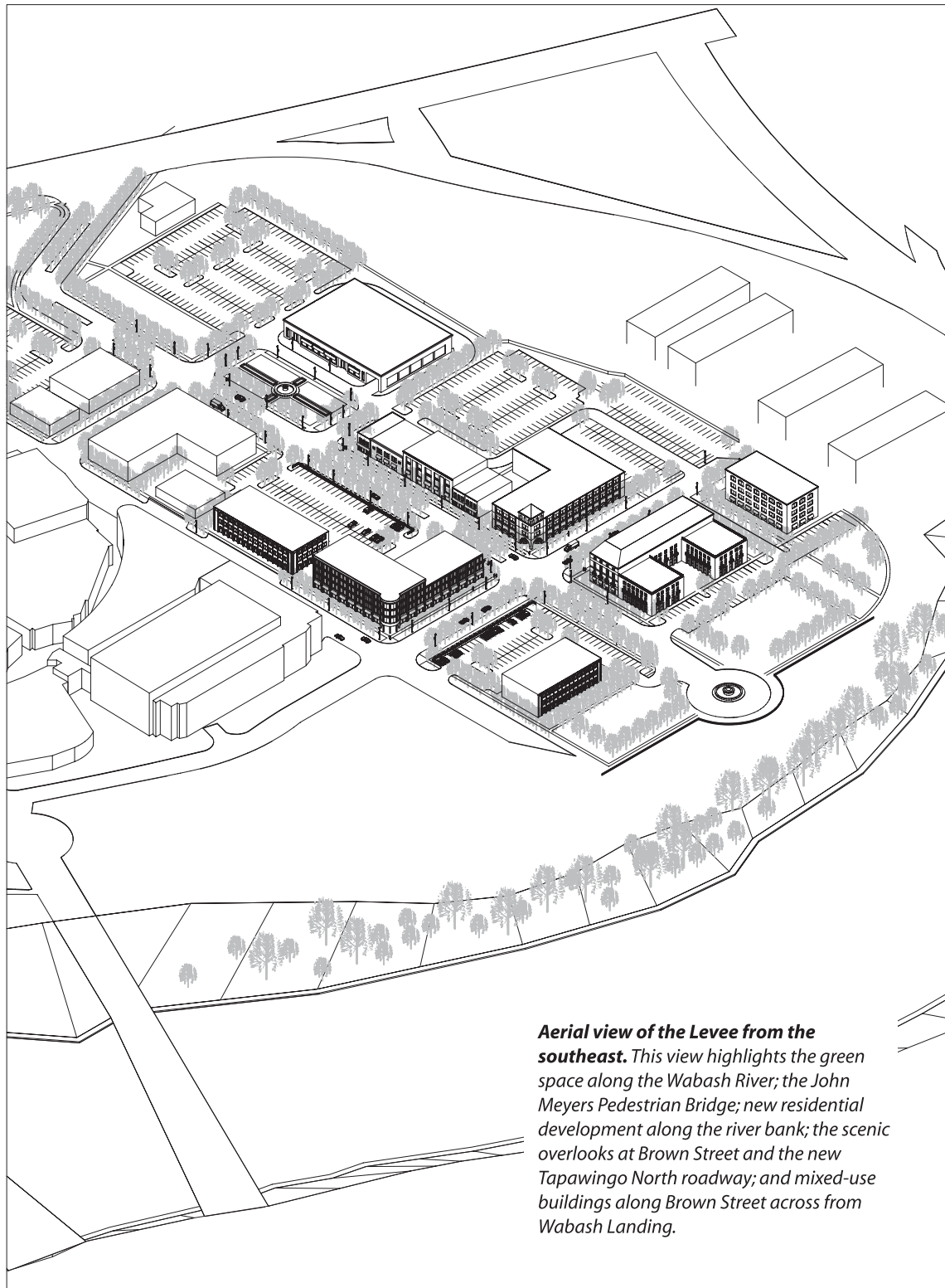


Figure 8: **Aerial View**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003

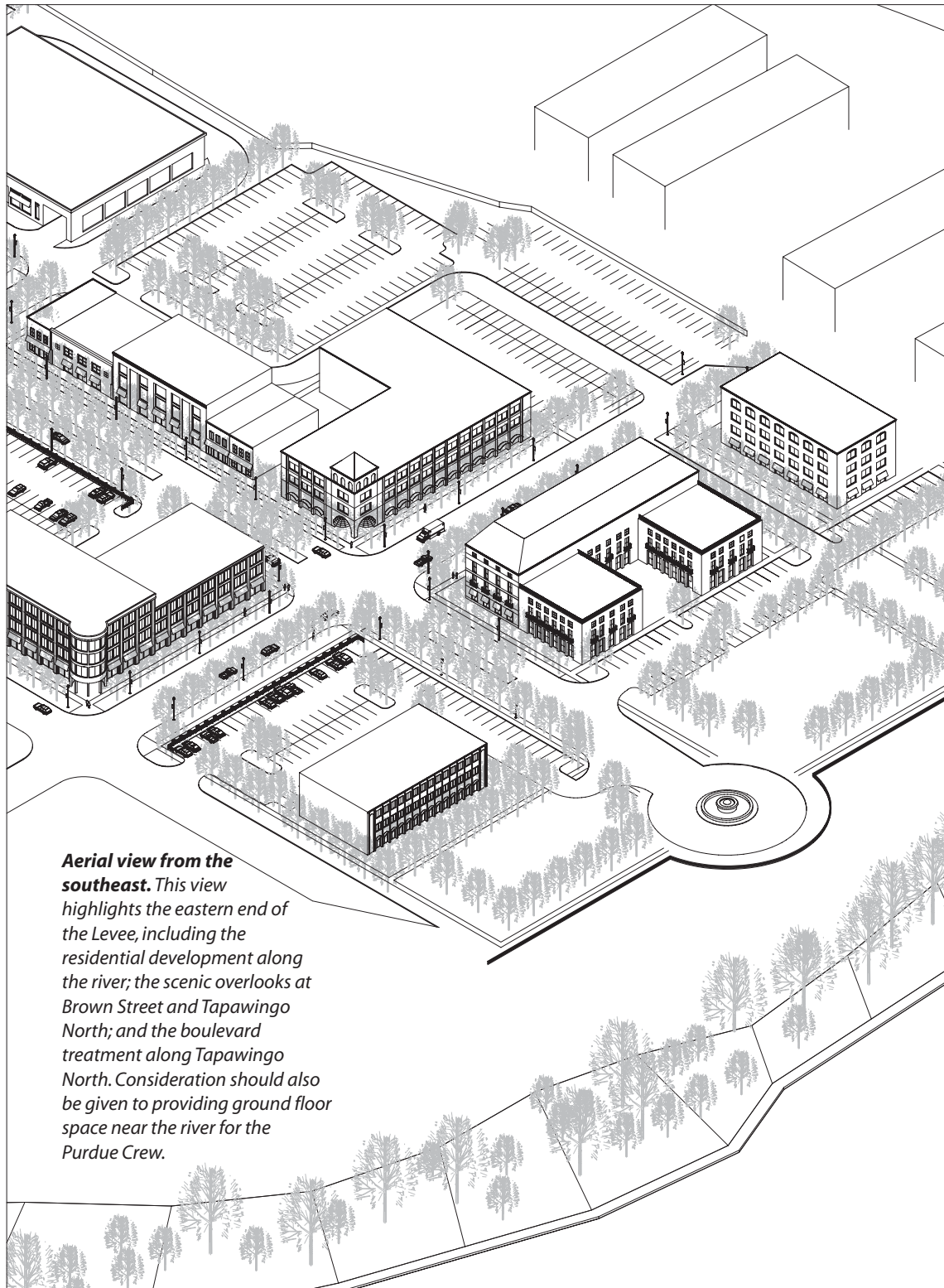


Figure 9: **Aerial View**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003

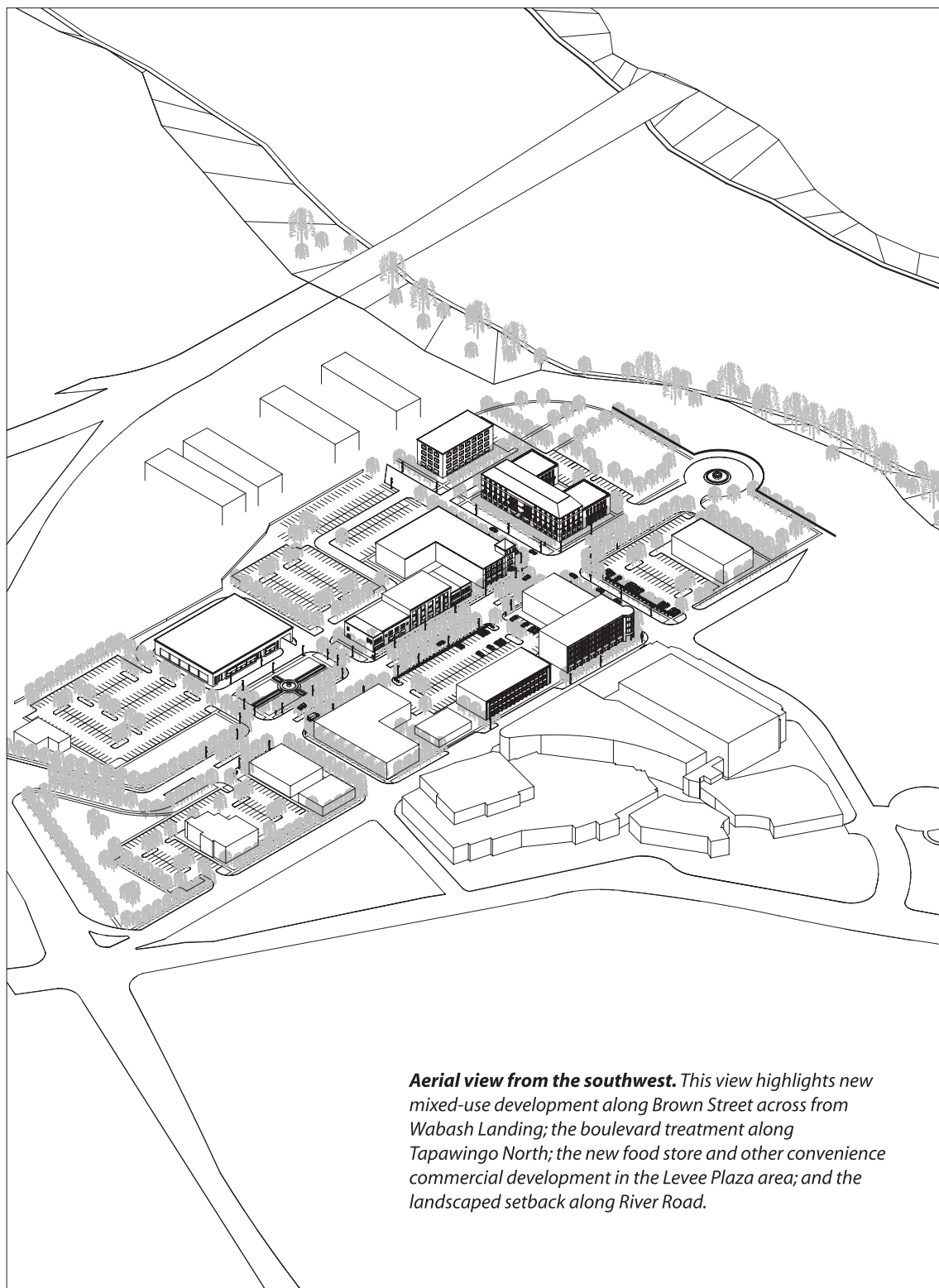


Figure 10: **Aerial View**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003



Figure 11: **Aerial View**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003

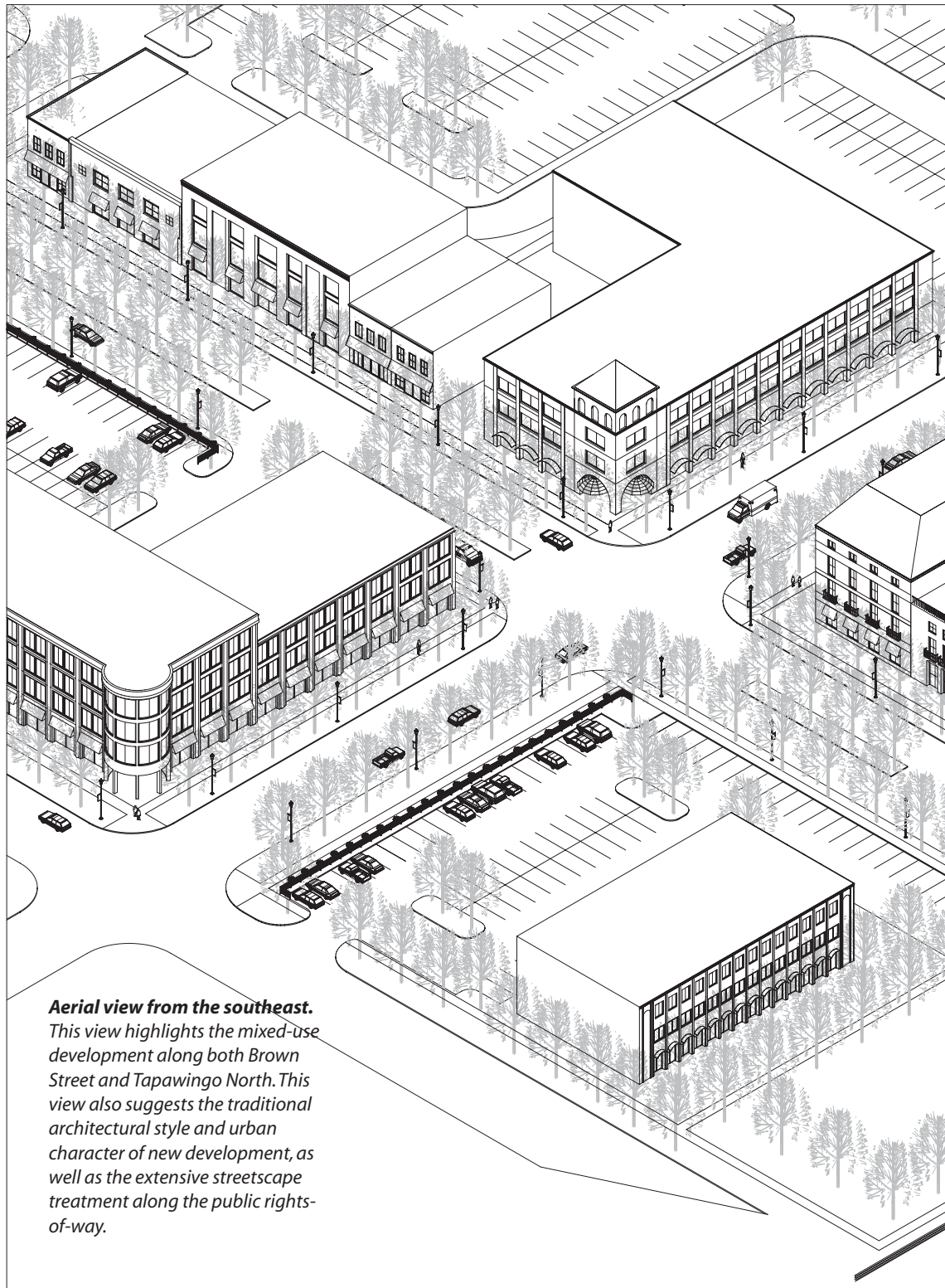
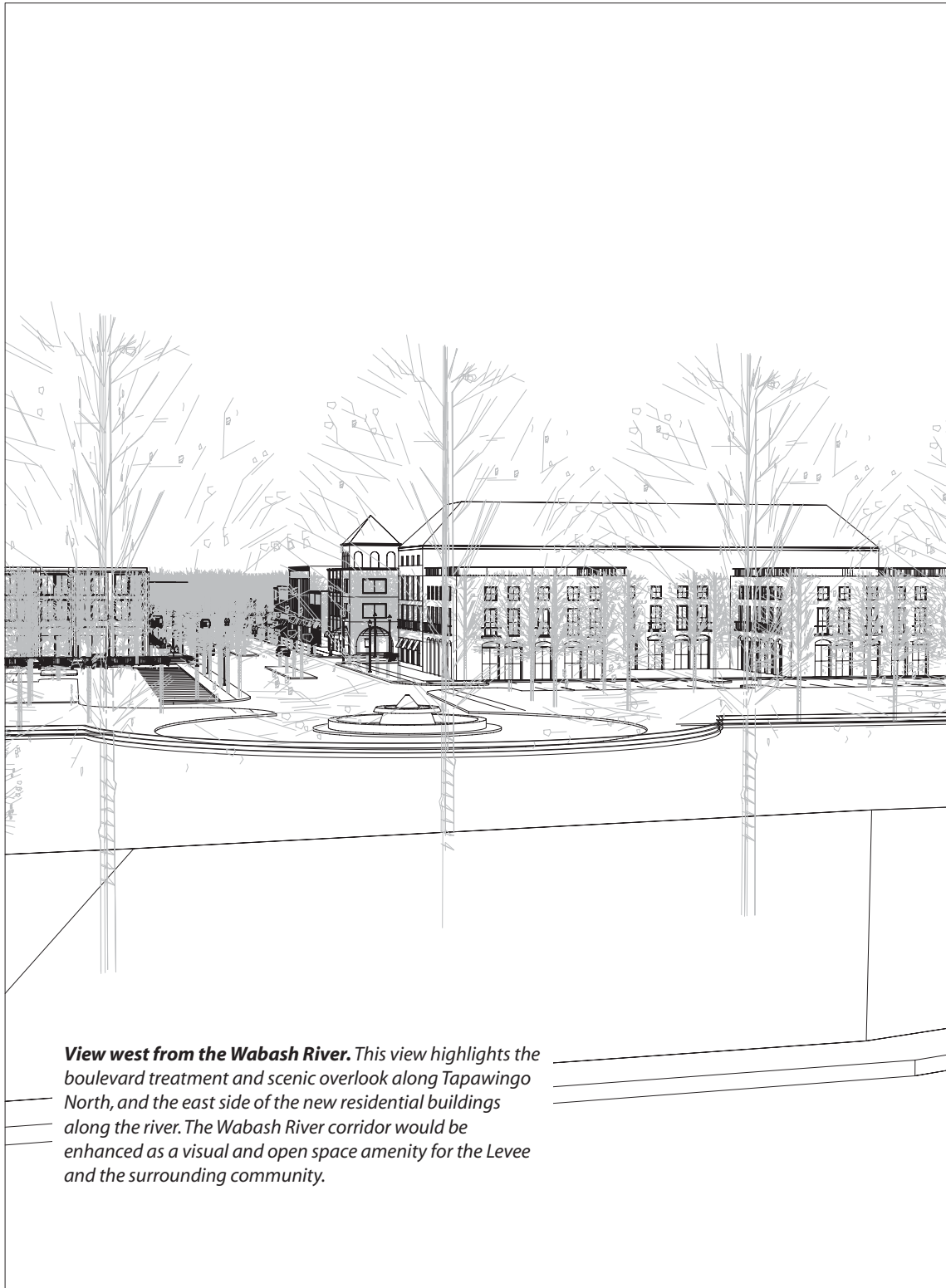


Figure 12: **Aerial View**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003



View west from the Wabash River. This view highlights the boulevard treatment and scenic overlook along Tapawingo North, and the east side of the new residential buildings along the river. The Wabash River corridor would be enhanced as a visual and open space amenity for the Levee and the surrounding community.

Figure 13: **Character Sketch**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003



View north along Tapawingo Drive from Brown Street .

This view highlights the new street lights, street trees, and sidewalks along Brown Street; the landscaping and ornamental wrought iron fencing that screen surface parking lots; and the traditional architectural style and urban character of new building development.

Figure 14: **Character Sketch**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003



View east along Tapawingo North. This view highlights the boulevard treatment, landscaped median, street trees, acorn-style street lighting with banner arms, and sidewalk treatment along the new Tapawingo North roadway. The proposed civic plaza and gathering place is shown on the left.

Figure 15: **Character Sketch**

Levee Area Development Plan • West Lafayette, Indiana

Trkla, Pettigrew, Allen & Payne • DLK • Parsons Transportation Group • May 2003

Appendix:

Development Plan Participants

Project Advisory Committee:

Bob Bauman, City Attorney, City of West Lafayette
Phyllis Boehning, West Lafayette Resident
Jim Curtis, Sheehan Construction, Levee area property owner
Margy Deverall, Department of Development, City of West Lafayette
Salley Fahey, Area Plan Commission
Carl Griffin, New Chauncey Neighborhood Association
Patsy Hoyer, Avondale Neighborhood Association
Orlando Itin, Bruno's, Levee area property owner
Patty Jischke, Purdue University
Sonya Margerum, Mayor, City of West Lafayette
James McDonald, Reed & Company
Jan Mills, Common Council/Board of Works
Claude Price, Morris Rental, Levee area property owner
Herman Renfro, Renfro Development, Levee area property owner
Kumares Sinha, West Lafayette Traffic Commission
Leon Trachtman, Board of Park Commissioners
Jerry Weida, Weida Apartments, Levee area property owner
Brad Windler, Common Council

City of West Lafayette:

Josh Andrew, Director of Development
Representatives from various City departments, including Police, Wastewater, Parks and Recreation, Street Sanitation and Recycling, and Development.

Other Participants:

In addition to the individuals cited above, a number of other residents and business people from the West Lafayette and Lafayette communities were interviewed during the course of the planning process

Consultant Team:

Trkla, Pettigrew, Allen & Payne, Inc.
222 South Riverside Plaza, Suite 1616
Chicago, IL 60606
312.382.2100
DLK Architecture
Parsons Transportation Group
Goodman Williams Group